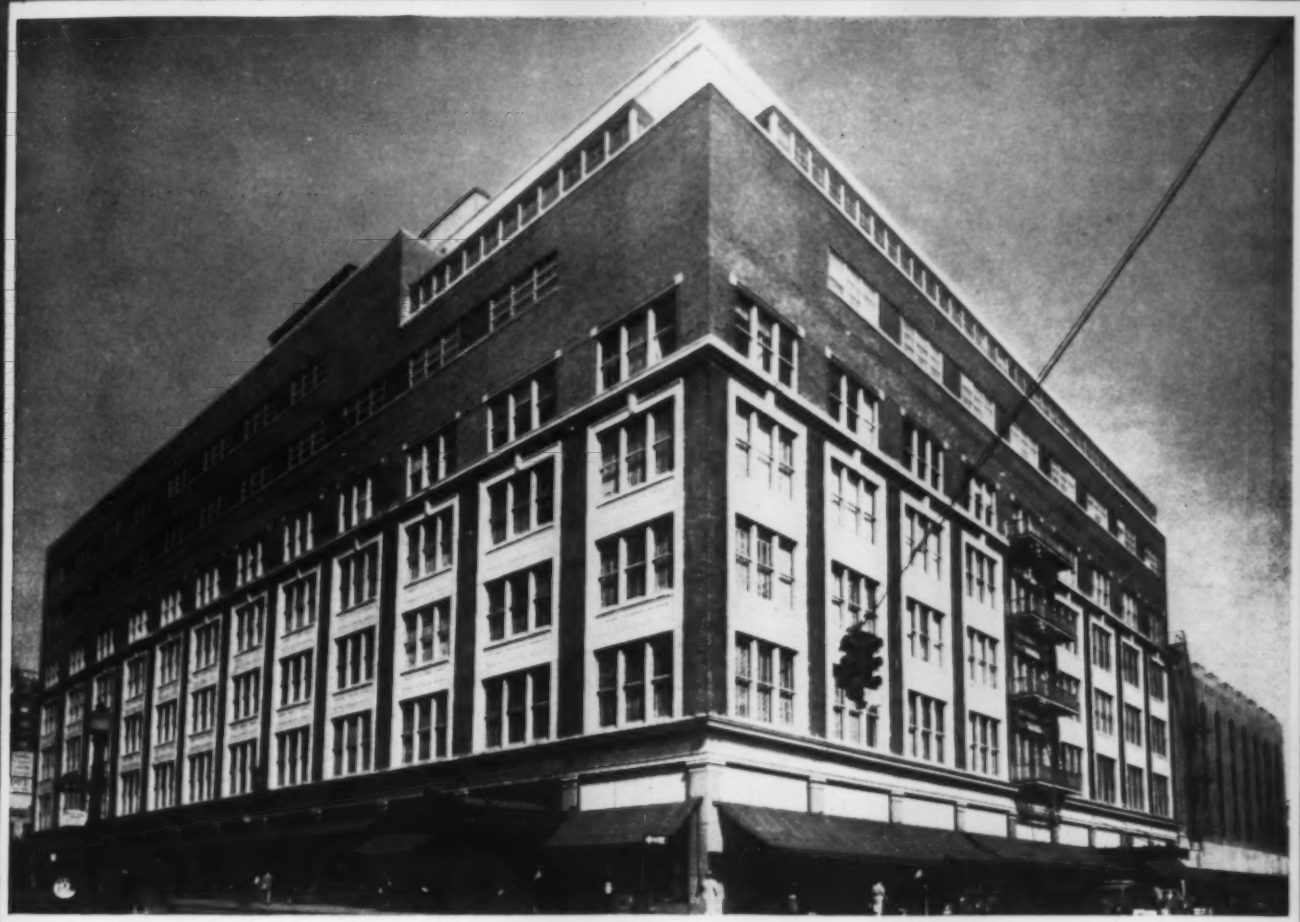
NOVEMBER 10, 1947 PRICE 20 CENTS

BROADCASTING

The Weekly Newsmagazine of Radio

TELECASTING



A GREAT DEPARTMENT STORE

Miller and Rhoads, one of the South's largest and finest department stores, has just renewed, for its third consecutive year, on Richmond's radio station, W-L-E-E . . . just as we go into our third year of broadcasting.

Miller and Rhoads has long been known for its progressive thinking. It has many firsts to its credit. First department store in America to be completely air-conditioned. First with an electric elevator. First with escalators that go all the way from the basement to the top shopping floor. It was one of the first to revolutionize window display and its windows are famed throughout the country.

We are proud to contribute to the success of what has been called . . . "more than a mere commercial enterprise. Miller and Rhoads is one of the most respected Virginia institutions."

When you want low cost sales results in Richmond, look to . . .

W-L-E-E

Mutual . . . in Richmond

TOM TINSLEY, President • IRVIN G. ABELOFF, Gen. Mgr. • Rep. by HEADLEY-REED

MEET A SOUTHERN YANKEE

A Southern gentleman and a Yankee scholar . . . that's *MEL ALLEN*, winner for the second successive year of the Sporting News Award for his "outstanding play-by-play description of the Yankee Baseball Games on WINS."

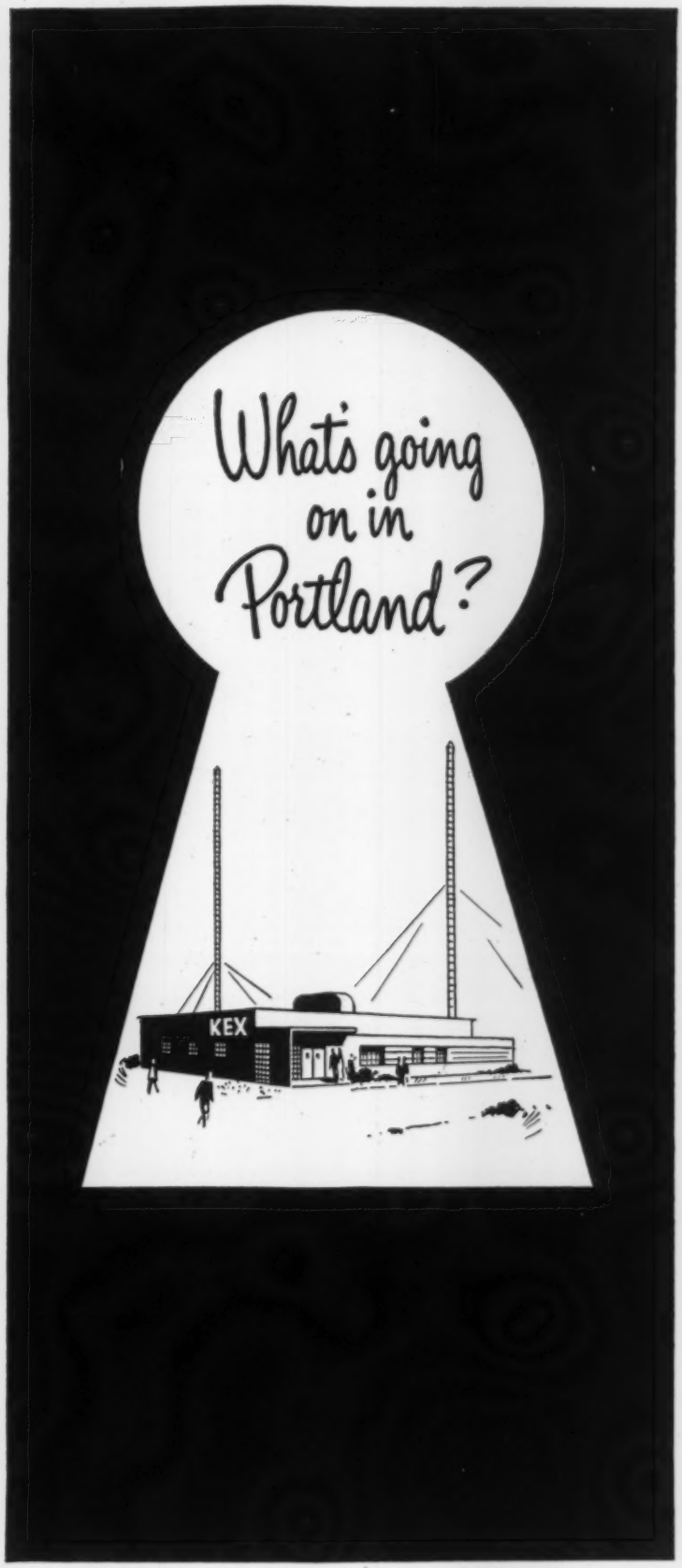
Now the versatile Mr. Allen turns to other records as he assumes the role of a disc personality on his own 2-5 p.m. daily program.

The *MEL ALLEN SHOW* is important not only because Mel can deliver an audience—witness the 11,000 letters in two weeks he averaged on simple request for all star team nominations—but also because it's the first of the WINS new bloc programming format.

Both listener and advertiser benefit from the *MEL ALLEN SHOW* for it calls for long range planning and listening. Thus WINS continues its efforts to serve metropolitan New York to the fullest of its ability.

CROSLEY BROADCASTING CORPORATION

WINS
NEW YOR



MORE LISTENERS! More local advertisers! More network and spot advertisers! Higher ratings!

You'll find all these features.. and more.. in KEX's record for 1947. And the best is yet to come: KEX soon will increase its power tenfold, becoming the first 50,000 watt station in the State. The new Westinghouse 50HG transmitter will be a fitting power-partner for KEX's new Radio Center, with its 15,000 square feet of studios, control rooms, offices. All together, these facilities.. plus KEX program-skill.. make a magnificent "buy" for advertisers seeking West Coast business. See Free & Peters!

KEX

The ABC Affiliate in Portland, Oregon

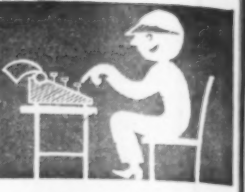
WESTINGHOUSE RADIO STATIONS Inc

KYW • KDKA • WBZ • WBZA • WOWO • KEX

National Representatives, NBC Spot Sales—Except for KEX
For KEX, Free & Peters

ished every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C.
Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

BROADCASTING... at deadline



Closed Circuit

QUESTION of what to do, if anything, about occasional indelicacies in audience participation shows again confronts FCC. It arose from protests against blunt, sexy tagline which ex-Army nurse hung on romantic description during Oct. 15 interview on CBS *Double or Nothing* (Campbell Soup, 3-3:30 p.m. EST). Some FCC authorities think something should be done to prevent such incidents, though conceding licensees aren't responsible. Others feel licensees doing good job, realizing accidents will happen in best regulated families. Possible development: FCC letter to licensees urging renewed caution.

FRICTION between Bob Hope and Charles Luckman, Lever Bros. president, has led to speculation over possible break. Rift has grown from comedian's trip to England for participation in command performance and ceremonies attendant upon royal wedding, necessitating three broadcasts out of country—two from England, one ship-to-shore. Foote, Cone & Belding executives concede anxiety but indicate nothing likely to happen before Hope's return. To guard against possibility of poor trans-Atlantic transmission, comedian was reportedly transcribing his comedy spots in New York before leaving country.

WPTF, RALEIGH 50,000-watter, will continue operation at same old stand under same ownership, auspices and management. Board of Durham Life Ins. Co., parent company, concluded last week to end all speculation about imminent sale of station, deciding no further propositions would be entertained.

WITH AN eye cocked toward television, one top-ranking national representative is looking for staff member who has video experience and background or who might fit into such an assignment.

TWO interesting questions may be raised if New York *Daily News* goes to court on FCC denial of its FM bid (story page 18). One is whether FCC has right to "discriminate" against newspaper applicants. Other is whether Charles R. Denny, whose resignation to join NBC had been announced when decision was adopted, had right to vote on case, particularly since it involved stations in city where NBC is licensee.

AS RESULT of anti-Petrillo editorial reaction to his recording ban, AFL and CIO leaders alike dread anticipated 60-day notice by AFM czar of network work stoppage. They fear even more violent reaction—especially in Congress, with legislators demanding more teeth and more restraints in Taft-Hartley law.

ALTHOUGH no official confirmation is forthcoming from CBS Hollywood executives, it is understood network is set to lease audience studio at Sunset Radio Center, 6000 Sunset

(Continued on page 90)

Upcoming

Nov. 13: Television Assn. of Philadelphia, Philadelphia.

Nov. 13-15: National Assn. of Radio News Directors Second Anual Convention, Statler Hotel, Washington.

Nov. 13-15: NAB Board of Directors, NAB Hdqrs., Washington.

Nov. 15-16: Assn. of Women Broadcasters, 13th District, annual conference, Gunter Hotel, San Antonio.

(Other Upcomings on page 83)

Bulletin

PAUL RAIBOURN, vice president of Paramount Pictures in charge of television, denied Friday implication in RCA release that RCA was responsible for installing video relay link that carries Notre Dame football telecasts from South Bend to Chicago. Relay link was built and is operated by Paramount's Balaban & Katz station WBKB Chicago and equipment for relay link was furnished by General Electric Co., he said.

FREDERICK J. SAGER, promoted from assistant treasurer to treasurer of RCA Communications Inc., New York, and Ashton Dunn Jr., personnel manager of NBC, named director of personnel of RCA Communications. Theodore Thompson, assistant director of NBC general service department,, named manager of personnel department of network. Burroughs H. Prince named assistant manager of operations of NBC news department.

PETRILLO TO WAIVE JURY TRIAL ON LEA ACT CHARGE

JAMES C. PETRILLO, AFM president, will waive jury trial when charge of Lea Act violation comes before Judge Walter C. LaBuy in U. S. District Court next month, he said Friday. Mr. Petrillo told his International Executive Board in Chicago, "My lawyers want me to have a jury trial but the hell with that. They'll bring in my wife, my children and my grand-children. I don't want a jury trial." Asked if he intended to extend his recording ban to live music on networks, he said the board had "nothing to say."

Deadline for filing answer to Government's amended bill of information against Mr. Petrillo is Nov. 12, when Judge LaBuy can accept motion to dismiss or set date for trial. In latter event case will be tried on its merits based on facts surrounding charge brought by government on behalf of WAAF Chicago, that AFM head violated Lea Act by attempting to force WAAF to employ musicians "not needed."

Supreme Court, which had earlier upheld government's contention that Lea Act was constitutional, returned case to lower courts.

Business Briefly

CANDY COMEDY ● Euclid Candy Co. of California, San Francisco (Dolly Dimple candies) adds WOR New York and WNAC Boston to comedy quiz show *The Better Half* Sun., 3-3:30 p.m. on MBS. Agency, Al Paul Lefton Co., New York.

WWJ-TV UPS RATES ● WWJ-TV, *Detroit News* television station, rate increased from $250 to $300 per hour effective Dec. 1. Among new accounts are Ford Motor Co., General Electric Supply Corp., and American Tobacco Co.

MULHENS DEBUT ● New transcribed show, *Bouquet of Music*, sponsored by Ferd Mulhens Inc, New York, was to make debut Saturday over ABC's owned and operated stations and six affiliates. Agency, Kelly Nason Inc., New York.

DROPS MORGAN ● Eversharp Inc. fails to pick up option on Henry Morgan show, ABC Wed., 10:30-11 p.m. in retrenchment move. Contract expires Dec. 3. Unless sponsor appears, show probably will continue as sustainer.

FOOD CAMPAIGN ● Claridge Food Co., New York, to sponsor announcements and programs in key cities. Agency, Al Paul Lefton Co., New York.

CONRAD NOLL JR. NAMED OPERATING MANAGER OF WJR

APPOINTMENT of Conrad Noll Jr., Springfield (Ill.) lawyer, as operating manager of WJR Detroit, succeesding Owen F. Uridge to be announced today (Monday) by Harry Wismer, assistant to President G. A. Richards.

Mr. Noll is attorney and communication law specialist who during war was superintendant of Willow Run bomber plant. In that capacity he authored production analysis of B-24 bombers and coauthored another on air service bomber production. He holds degrees in engineering from U. of Toronto, Harvard Business School and Law School of St. Louis City College. He is 38.

As operating manager of WJR he will report directly to Mr. Wismer, whom he has represented as legal counsel for three years.

Mr. Uridge, resigned Oct. 8 in disagreement over operating policies, after 20 years at WJR.

AAAA OFFERS CODE IDEAS

"SUGGESTIONS" concerning proposed broadcasting code given Friday to Justin Miller, A. D. Willard Jr., and Harold Fair, NAB executives, by representatives of Radio-Television Policy Committee of American Assn. of Advertising Agencies at meeting in New York (code story page 13). Nature of points discussed at meeting was not disclosed, but AAAA spokesman admitted "suggestions were made." Meeting of AAAA, NAB and ANA officials scheduled this afternoon (Monday) in New York.

KCMO is now

at the 8-TEN Spot

non-directional

with 50,000 watts day,

10,000 watts night

Complete, economical coverage of Mid-America on Greater Kansas City's most powerful station...

KCMO Kansas City, Missouri... Basic ABC

Represented by John E. Pearson

Sure... Planned Programming on KOIL Pays Off!

W. R. Winslow (left) Advertising Manager of Berg Clothing Co. and Don Paffenrath, KOIL Account Executive.

Omaha's BERG CLOTHING Co. Renews *Again* on KOIL

"In again renewing our sponsorship of the 8 o'clock morning news on KOIL, we know that our advertising will continue to be heard and remembered by a peak audience of Omaha and Council Bluffs business men," says W. R. Winslow, Advertising Manager of Berg Clothing Co., the largest exclusive store for men in Omaha. "Men are particularly interested in clothing and men's wear at this hour of the day so we successfully feature the outstanding brands of apparel we handle."

A specific type of program on KOIL directed to a specific group of listeners works successfully for Berg Clothing Co. . . . it can work for you, too. Remember, we have the programming "know-how" as well as the thousands of loyal listeners in the Omaha-Council Bluffs area. Call us or Petry today.

W. J. NEWENS—Station Manager

CHARLES T. STUART—PRESIDENT
AND EXECUTIVE DIRECTOR
EXEC. OFFICES STUART BLDG., LINCOLN, NEBR.

KOIL
OMAHA COUNCIL BLUFFS
BASIC ABC
1290 KC
5000 WATTS

Represented by EDWARD PETRY CO., INC.

BROADCASTING
TELECASTING

Published Weekly by Broadcasting Publications, Inc.

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At Washington Headquarters

SOL TAISHOFF
Editor and Publisher

EDITORIAL

ART KING, *Managing Editor*

J. Frank Beatty, Rufus Crater, *Associate Editors;* Fred Fitzgerald, *News Editor;* Paul Fulcomer, *Asst. to the News Editor.* STAFF: Lawrence Christopher, Jo Hailey, Bob Luce, Joseph M. Sitrick, Mary Zurhorst; EDITORIAL ASSISTANTS: Yvonne Caldwell, Nancy Diehl, Grace Hargrove, Mary McCauley, Doris Sullivan. Eleanor J. Brumbaugh, *Secretary to the Publisher.*

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MAURY LONG, *Business Manager*

George L. Dant, *Adv. Production Manager;* Tom Stack, Harry Stevens, Eleanor Schadi.

AUDITING: B. T. Taishoff, Irving C. Miller, Viola Sutherland.

CIRCULATION AND READERS' SERVICE

BERNARD PLATT, *Director*

Dorothy Young, David Ackerman, Pauline Arnold, Warren Sheets, Chapalier Hodgson, Margaret Gleason, Jeanette Wheelock.

PROMOTION

WINFIELD R. LEVI, *Manager*

Betty Beckanstin.

NEW YORK BUREAU

250 Park Ave., Zone 17, *PLaza* 5-8355
EDITORIAL: Edwin H. James, *New York Editor;* Florence Small, Irving Marder, Helen Spahn. Bruce Robertson, *Senior Associate Editor.*

ADVERTISING: S. J. Paul, *Advertising Director;* Martin Davidson.

CHICAGO BUREAU

360 N. Michigan Ave., Zone 1. *CEN*tral 4115
Fred W. Sample, *Manager;* John Osbon.

HOLLYWOOD BUREAU

6000 Sunset Boulevard, Zone 28, *HE*mpstead 8181
David Glickman, *Manager;* Ralph G. Tuchman, Patricia Jane Lyon.

TORONTO BUREAU

417 Harbour Commission Bldg. *EL*gin 0778
James Montagnes, *Manager.*

BROADCASTING * Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING *—The News Magazine of the Fifth Estate. Broadcast Advertising * was acquired in 1932 and Broadcast Reporter in 1933.
* Reg. U. S. Pat. Office

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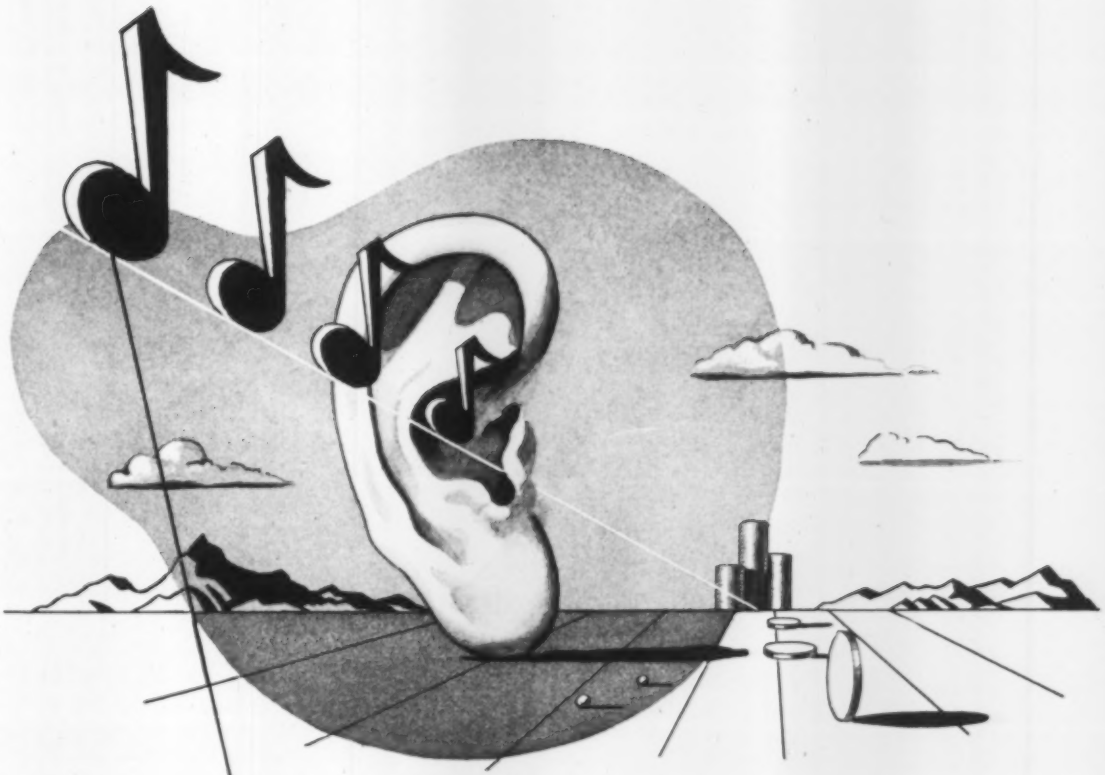
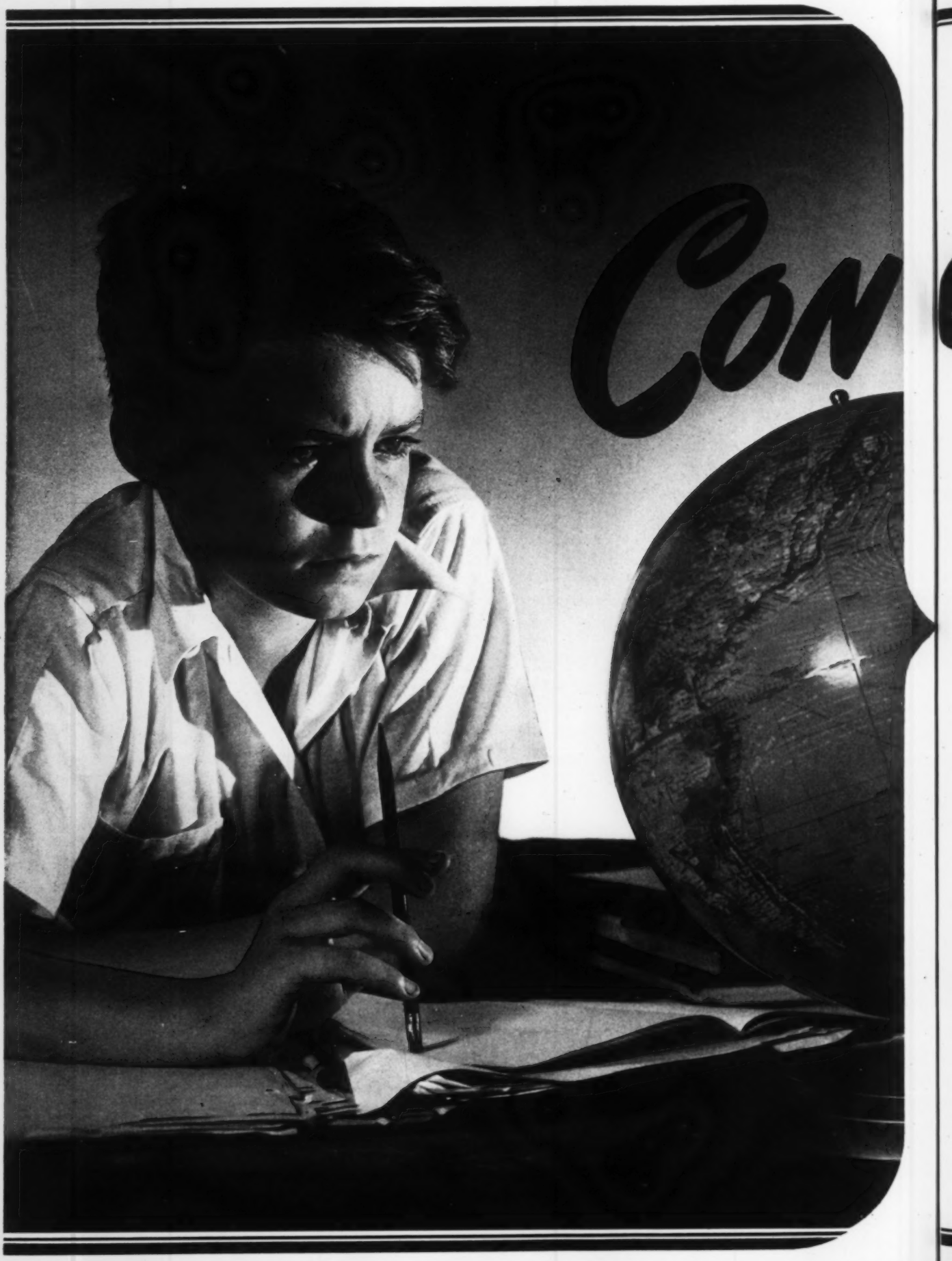
SUBSCRIPTION PRICE: $7.00 PER YEAR, 20c PER COPY



As natural as gravity

KSFO 560 **SAN FRANCISCO**

Wesley I. Dumm, President • Philip G. Lasky, Vice-President and General Manager
REPRESENTED NATIONALLY BY THE BOLLING COMPANY


Con

CENTRATE!

The full power of power-full radio—concentrated, specifically directed, *localized*—that is Spot Broadcasting.

The full power of Spot Radio—market-wise, audience-wise, selling-wise—works for you when you concentrate on these stations—

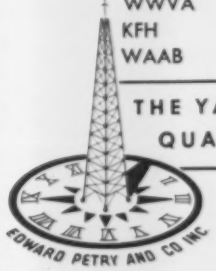
SPOT RADIO LIST		
WSB	Atlanta	NBC
WBAL	Baltimore	NBC
WNAC	Boston	MBS
WICC	Bridgeport	MBS
WBEN	Buffalo	NBC
WGAR	Cleveland	CBS
WFAA	Dallas / Ft. Worth	NBC / ABC
WJR	Detroit	CBS
KARM	Fresno	CBS
WONS	Hartford	MBS
KPOA	Honolulu	T. H.
KPRC	Houston	NBC
WDAF	Kansas City	NBC
KFOR	Lincoln	ABC
KARK	Little Rock	NBC
KFI	Los Angeles	NBC
WHAS	Louisville	CBS
WLLH	Lowell-Lawrence	MBS
WTMJ	Milwaukee	NBC
KSTP	Mpls.-St. Paul	NBC
WSM	Nashville	NBC
WSMB	New Orleans	NBC
WTAR	Norfolk	NBC
KOIL	Omaha	ABC
WIP	Philadelphia	MBS
WMTW	Portland, Me.	MBS
KGW	Portland, Ore.	NBC
WEAN	Providence	MBS
WRNL	Richmond	ABC
KSL	Salt Lake City	CBS
WOAI	San Antonio	NBC
KQW	San Francisco	CBS
KOMO	Seattle	NBC
KTBS	Shreveport	NBC
KGA	Spokane	ABC
WMAS	Springfield	CBS
WAGE	Syracuse	ABC
KVOO	Tulsa	NBC
WSAU	Wausau, Wisc.	CBS
WWVA	Wheeling	CBS
KFH	Wichita	CBS
WAAB	Worcester	MBS

THE YANKEE AND TEXAS QUALITY NETWORKS

REPRESENTED NATIONALLY BY

EDWARD PETRY & CO., INC.

NEW YORK • CHICAGO • LOS ANGELES
DETROIT • ST. LOUIS • SAN FRANCISCO
ATLANTA • BOSTON



Sales await Advertisers in these 5 Rich Markets

WGAL
Lancaster, Pa.
Established 1922

WRAW
Reading, Pa.
Established 1922

WKBO
Harrisburg, Pa.
Established 1922

WORK
York, Pa.
Established 1932

WEST
Easton, Pa.
Established 1936

NBC AFFILIATES

Steinman Stations

Available individually to suit your needs. Write:

Sales Representative

RADIO ADVERTISING COMPANY

New York • Los Angeles • Chicago
San Francisco

Feature of the Week

FROM out of the sagebrush thundered the pounding hoofbeats of the Vigilantes. Within a moment they had control of the crowd, and with no opposition moved in to take their man.

He was—no, it couldn't be, and yet it was—Herb Akerberg, vice president of the Columbia Broadcasting System.

His offense? Appearing at the chuck wagon dinner at Wild Horse Ranch near Tucson in clothes "not fittin' for the West." All the other CBS executives and station managers in Tucson attending the 9th District CBS affiliates meeting [BROADCASTING, Nov. 3] were wearing the "Western works"—even though some of the sombreros were stamped "Jr. C. of C., Tucson."

So in the midst of the pre-convention barbecue, attended by the conferees and their wives, the Vigilantes descended upon Mr. Akerberg. The rope was around his neck and he was about to be strung up when Lee Little, manager of KTUC Tucson, supplied the proper attire, boots, chaps and all, and saved the vice-presidential neck from the noose.

When the executives got down to serious business, sales, marketing, scheduling and program standards were discussed at meetings presided over by Clyde Coombs, KARM Fresno, with KTUC acting as host.

Neck in noose, Herb Akerberg appears resigned to his fate as Vigilante Chief Celli decides on the best tree for the hanging.

* * *

Complete roster of CBS meeting

(*Continued on page 84*)

Sellers of Sales

IN more than a quarter century of experience in advertising, George McGivern, director of all media for Grant Advertising Inc., Chicago, has wandered in many pastures.

George broke into radio time-buying in the happy days B. H.—Before Hooper—when, he says, it was a honeymoon.

If there is a phase of advertising media that George has not personally used, he can't recall it. He estimates that in his lifetime he has bought in excess of a quarter-billion-dollars' worth of space and radio time. He has worked for some of the biggest agencies in the country, starting with Critchfield and Co., as an order taker and working his way up the ladder to media director of Blackett-Sample-Hummert Advertising.

That took from 1927 to 1940 and ended for a very good reason. He got fired. George admits it and says now that it is the best thing that ever happened to him.

All other jobs George left to advance himself, and these included pay checks from Erwin, Wasey Ltd., where he was media assistant to Walter Millinger; J. Walter Thompson Co., where he was assistant to George Pearson; the *Monroe* (Wis.) *Times*, where he was business manager; McFadden Publications (space salesman), and the *Chicago Sun*. On the latter paper George was directly responsible for setting up a rate card for all advertising lineage, a card still in use.

George is too busy to think much about his role as a timebuyer, but he does believe that position is everything. "Get position and you get the ultimate," is his way of putting it. Since Grant buys such shows as *Dr. I. Q.*, *Curtain Time* and *Nick Carter*, a quick glance at their respective positions will bear out this basic tenet.

GEORGE

George has been with Grant for almost five years and looks forward to next March 8 when he will receive a watch from the company in accordance with its custom.

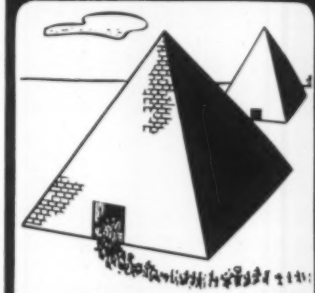
The veteran timebuyer spent most of his boyhood in Chicago, his birthplace, with the exception of

(*Continued on page 77*)

Remember the story about...

one block...

on top of another...



makes a pyramid?

Patience, hard work, and a lot of hard-boiled thinking and planning were needed to make the pyramids come out right.

Likewise with W-W-D-C. We're not any 8th wonder of the world... but we're sure the wonder of Washington radio! For W-W-D-C—A-M and W-W-D-C—F-M have the listening audience and the influence possessed by few stations in this crowded radio town.

Get your message on the dial at 1450 A-M . . . 101.1 F-M. Both are W-W-D-C!

Only one other station in Washington has more loyal listeners

WWDC
AM-FM—The D. C. Independent

One of a series. Facts on radio listening in the Intermountain West

BMB and HOOPER Are Two Different Measurements

17 HOME TOWN MARKETS COMPRISE THE NEW INTERMOUNTAIN NETWORK

UTAH
KALL, Salt Lake City
KLO, Ogden
KOVO, Provo
KOAL, Price
KVNU, Logan

IDAHO
KFXD, Boise-Nampa
KFXD-FM, Boise-Nampa
KVMV, Twin Falls
KEYY, Pocatello
KID, Idaho Falls

WYOMING
KVRS, Rock Springs
KDFN, Casper
KWYO, Sheridan
KPOW, Powell

MONTANA
KBMY, Billings
KRJF, Miles City
KMFR, Great Falls*
KMIN, Butte*

KALL of Salt Lake City Key Station of the Intermountain Network and its MBS Affiliates

*Under Construction

In the Intermountain West BMB does not mean listeners—as these statistics show

Note that a high BMB does not necessarily indicate a high Hooper!

CITY	SALT LAKE STATION A BMB Daytime	SALT LAKE STATION A Hooper* Daytime	IMN STATION BMB Daytime	IMN STATION Hooper* Daytime
Price, Utah	70%	8.5%	94%	90.4%
Rock Springs, Wyoming	64%	5.4%	92%	92.8%
Twin Falls, Idaho	69%	3.3%	X	25.1%
Idaho Falls, Idaho	65%	5.3%	98%	47.3%
Nampa-Caldwell, Idaho	18%	0%	93%	35.7%
Billings, Montana	10%	0%	X	33.7%
Casper, Wyoming	24%	0%	91%	48.1%
Sheridan, Wyoming	14%	0%	85%	59.8%
Powell, Wyoming	11%	0%	94%	51.2%
Miles City, Montana	12%	0%	92%	82.5%

X—Not on air at time of BMB Survey

Note that a high BMB does not necessarily indicate a high Hooper!

CITY	SALT LAKE STATION A BMB Nighttime	SALT LAKE STATION A Hooper* Nighttime	IMN STATION BMB Nighttime	IMN STATION Hooper* Nighttime
Billings, Montana	44%	Breakdown not available. All outside stations get 3.5%	X	23.0%
Casper, Wyoming	58%	Breakdown not available. All outside stations get 3.0%	75%	33.9%
Idaho Falls, Idaho	74%	8.2%	79%	45.2%
Nampa-Caldwell, Idaho	38%	2.8%	83%	24.5%
Twin Falls, Idaho	72 %	1.9%	X	15.5%

X—Not on air at time of BMB Survey

*—Winter 1947 Hooper Station Listening Index

This is only part of the Intermountain story. Ask Avery-Knodel for details.

THE INTERMOUNTAIN NETWORK Inc.

MUTUAL

Concentrated Coverage where the people live

Avery-Knodel, Inc. National Representatives

New York — Chicago — Los Angeles — San Francisco — Atlanta

how would you like a 11,421 MAIL PULLER in COLUMBIA, S.C.?

● Speaking again of those regional preferences that make Bull's-Eye Radio so vastly superior to scatter-gun radio, leave us consider Station WIS's "Hillbillies" in Columbia, South Carolina.

On their 270 personal appearances last year, WIS's Hillbillies played in practically every city and village in the State—drew 67,500 admissions. On just *one* fifteen-minute radio test by WIS, the Hillbillies pulled 11,421 letters, without any previous build-up whatsoever!

We grant that the WIS Hillbillies might not pull so hard in Boston or Buffalo. In fact, that's our whole point about Bull's-Eye Radio vs. scatter-gun radio! May we suggest a list of Bull's Eyes for you, in any or all the markets at the right?

FREE & PETERS, INC.

Pioneer Radio and Television Station Representatives

Since May, 1932

EXCLUSIVE REPRESENTATIVES:	
ALBUQUERQUE	KOB
BEAUMONT	KFDM
BOISE	KDSH
BUFFALO	WGR
CHARLESTON, S. C.	WCSC
COLUMBIA, S. C.	WIS
CORPUS CHRISTI	KRIS
DAVENPORT	WOC
DES MOINES	WHO
DENVER	KVOD
DULUTH-SUPERIOR	WDSM
FARGO	WDAY
FT. WORTH-DALLAS	WBAP
HONOLULU-HILO	KGMB-KHBC
HOUSTON	KXYZ
INDIANAPOLIS	WISH
KANSAS CITY	KMBC
LOUISVILLE	WAVE
MILWAUKEE	WMAW
MINNEAPOLIS-ST. PAUL	WTCN
NEW YORK	WMCA
NORFOLK	WGH
OMAHA	KFAB
PEORIA-TUSCOLA	WMBD-WDZ
PORTLAND, ORE.	KEX
RALEIGH	WPTF
ROANOKE	WDBJ
SAN DIEGO	KSDJ
ST. LOUIS	KSD
SEATTLE	KIRO
SYRACUSE	WFBL
TERRE HAUTE	WTHI
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BROADCASTING
TELECASTING

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Reaction May Force Probationary Code

Board Is Meeting On Revisions This Week

By J. FRANK BEATTY

NAB'S Board of Directors, meeting this week to rewrite the Standards of Practice in line with industry suggestions, faces opposition so widespread that it may decide to adopt a probationary code for the three-month period between Feb. 1 and the spring convention.

Though committed to industry adherence to a code as of Feb. 1, the board will be confronted with an analysis of changes proposed by nearly 200 stations as well as those from a dozen state associations.

The analysis will show that a predominant share of stations submitting their views are in favor of a set of standards. However, it also will show that large numbers of stations sincerely believe they cannot operate profitably under the commercial limitations tentatively adopted by the board at Atlantic City.

All Give Views

As the board meeting approached, code reaction was coming from the groups that buy radio time — advertisers, agencies and representatives. The National Assn. of Radio Station Representatives adopted a resolution calling for changes it felt should be considered if the code is to be satisfactory to all industry elements (see separate story, page 78).

NAB code representatives, including one from each network, met Friday at the Union League Club, New York, with the AAAA radio committee. This afternoon (Monday) the NAB representatives will meet with the radio committee of the Assn. of National Advertisers. The meeting will be held at ANA headquarters, 285 Madison Ave., New York. NAB President Justin Miller, back from the West Coast, was to participate in both sessions.

Persistent demand is heard for some form of referendum on the code as revised by the board. The probation plan would permit industry vote at the spring convention after the standards have been tried out in practical operation.

Among last-minute demands for delay was that of the Southern California Broadcasters Assn., which proposed Thursday that the board put off final action until the spring membership meeting. The group unanimously adopted a resolution asking NAB to withhold decision on the standards.

Basis for the resolution was the fact that the proposed code has not been acted on by a majority of the membership. The association felt the standards should be given a prominent place on the convention agenda, early in the proceedings, "to permit fullest expression of general sentiment."

When the three-day session convenes Thursday morning the board will consider first of all a tentative agenda calling for Friday discussion of the standards.

Adverse Reaction Possible

With board members themselves representing all different segments of the industry, the job of taking final action on the code involves the danger of driving some member stations from association ranks.

On top of that delicate situation is superimposed the touchy proposal to raise dues of the membership in line with the broadened operation of the association's headquarters staff and committees.

Both issues can touch off explosive results among segments of the membership. Samples of this type of reaction have come from some of the more ardent code opponents, though code advocates point out that any sort of standards of practice would bring such complaints.

A number of other industry problems are nearing the critical stage and will get serious board study. They include BMB, which appears to have a clear road ahead since networks have given it their

(*Continued on page 79*)

TWO-DAY SESSION marked special NAB board committee's study of industry's reaction to Standards of Practice. Analyzers (l to r): Ben Miller, assistant director, NAB Program Dept.; Willard Egolf, WBCC-FM Bethesda, Md., FM Class A director; Harold Fair, director, NAB Program Dept.; Harold E. Fellows, WEEI Boston, District 1 director; John F. Meagher, KYSM Mankato, Minn., District 11 director.

Mutual Network Subscribes to BMB

Action Brings NBC, CBS, ABC Automatically Into Fold

By BRUCE ROBERTSON

MUTUAL Broadcasting System became a BMB subscriber last week and automatically brought with it into BMB the other three nationwide networks whose contracts, while signed earlier, were provisional upon network unanimity. With the acceptance of these network contracts, the owned and operated stations of the networks also become BMB subscribers. All the contracts are now "unconditional," BMB's announcement stated.

Mutual's failure to sign up by Oct. 1, with the result that the network lost 10% discount on its first year's dues, was based on MBS' insistence that BMB give full consideration to "listenability" as a companion measurement if not a substitute for the BMB measurement of station and network audiences. Mutual executives had said that they felt they could do more to get this full consideration as a BMB prospect than as an enrolled subscriber.

BMB has indicated that it will not brush off the "listenability" plan but that it will receive a full examination by the research experts of advertisers, agencies and broadcasters alike. At a BMB board meeting in Atlantic City at the time of the NAB convention, the board decided to study the plan and voted the necessary funds to carry out this purpose. On Oct. 9 the BMB Technical Committee began that study. And in an address at The Pulse annual luncheon on Oct. 29 BMB President Hugh Feltis reported that for several weeks research executives of BMB and MBS had been working on a plan "to consolidate both listenability and audience in BMB's next nationwide study" [BROADCASTING, Nov. 3].

Statements of other three networks, AAAA, and ANA on page 80

Queried by BROADCASTING about the "unconditional" nature of Mutual's subscription to BMB, MBS President Edgar Kobak said, "We never asked BMB to substitute our plan for theirs but only that they examine it fully." Pointing out that Mutual has never criticized the basic concept of BMB as a tripartite organization to provide all factions with uniform radio data but only the technique employed in its first nationwide study, Mr. Kobak said he believed Mutual's action had produced a better understanding of the overall problem. Without some prodding, people are apt to get into a rut, he commented.

Mr. Kobak also stated that "BMB still has a terrific selling job to do," even after the networks are in. This is borne out by BMB's own

(*Continued on page 80*)

Blue Book, + Lemon Book = Rate Book? . . . An Editorial

TALKING out of both sides of its mouth is nothing new for the FCC. It's latest opus on station economics, aptly labeled the "Lemon Book," follows by something less than two years the infamous Blue Book on station program responsibilities. Having been burnt once, the FCC moved cautiously in accepting the findings of its economics staff in promulgating the new survey, but it still ventures into areas which are forbidden to it if the law's intent is taken at face value.

The Blue Book was a masterpiece of attempted regulation by indirection and innuendo. The objective was to force stations to strike a ratio between commercial and sustaining programs, irrespective of their character. The Lemon Book cites the pitfalls if the economic wherewithal isn't there. It does not deal in mathematical formulas of commercial versus sustaining.

What next? How long a stride is it from a Blue Book dealing in programs and a Lemon Book on profits (or losses) respectively, to a rate book? The trend is in that direction.

Now for a dispassionate and unpuckered objective analysis of the Lemon Book.

The inescapable inference from this voluminous economic survey can not be limited to AM alone, although the report confines itself strictly to that boundary. The whole of broadcasting is involved, and along with AM the Commission's high hopes for FM in particular would seem to suffer.

If it be true that 47% of the 2,250 AM stations which FCC foresees for 1948 will be located in "over-expanded" or "problem" areas and consequently face perilous competitive problems in time of depression, then whence will come support for the four or five thousand FM stations which FCC expects will one day dot the nation?

Where will be the support to permit attainment of the day of which then-Chairman Charles R. Denny spoke, at the NAB convention in September, when he envisioned multi-networks of FM stations, and "FM sets with, say, 10 push-buttons," each bringing a different type of program service?

Whence will come the support for thousands of AM stations *plus* thousands of FM stations —*plus* the 400-odd television stations, infinitely more expensive to operate, which FCC's allocations plan contemplates?

The answer to these questions is also the best answer to the ill-famed Blue Book. Some stations will fail, of course, as we have repeatedly insisted. Others will trail red ink for months or years before they consistently turn a profit. Those that survive will be stations which, competitively, render superior service to their listeners, and, consequently, to the advertisers.

That is the practical fact which, aside from questions of law, renders the Blue Book pointless and unnecessary. And in its warning that many stations will have to scramble for every minute of advertising they can get, the report—the Lemon Book—itself effectively answers the Blue Book admonition to stations to put a ceiling on commercial time and a floor under local live.

The question of survival in a highly competitive art, of course, hinges to a great extent on the ingenuity of individual stations both in programming and in selling time, and on their efficiency in general management. These factors are considered in the economic report, but they are intangibles which, despite their importance, do not show up in charts and graphs.

Quite aside from FCC's right to issue any such economic study, which we challenge—and in which we presumably are joined by Comr. Robert F. Jones, who voted against issuance of the report—there appear to be several imperfections in the survey. Admittedly, it contains useful statistical information. But much of its meaningfulness is limited: by such exclusive use of averages which give no weight to regional differences and other variables, for example; by reliance upon census figures that are seven years old and deceptive, and by failure to take retail sales, or some other index of local purchasing power, into account.

FCC claims the report does not indicate any change in basic licensing policies; that economic considerations are still "out." This challenges credulity. Consciously or unconsciously, the Commission's thinking must necessarily be affected by some of the findings. In a document of this scope and in the light of past experience, it is difficult to believe that the moving finger, having writ, will be content to move on without pausing to dabble.

SWIFT & CO. IS FIRST TV NETWORK SPONSOR

SWIFT & CO., Chicago meat packer, became television's first full-network sponsor when its Friday afternoon (1-1:30 p.m.) video show, *Swift Home Service Club*, made its debut on a three-station NBC television network last week.

Swift's contract with NBC, negotiated by McCann-Erickson, New York, calls for the use of the full NBC video network. In addition to the three original stations—WNBT New York, WNBW Washington and WPTZ Philadelphia—WRGB Schenectady will be added as soon as that station can arrange for this daytime pickup.

Swift is also the first advertiser to arrange for a commercial contract with WRGB, which heretofore has carried all programs without charge as experiments, but will soon issue a rate card effective Dec. 1. Other stations will be added to the Swift lineup as they join NBC, with Baltimore and Boston seen as the next additions.

Program, aired by WNBT for some months, stars the radio husband-and-wife team, Tex McCrary and Jinx Falkenburg, with Martha Logan, home economist, and Sandra Gale, home decorator, also appearing weekly. Following a woman's service magazine format, divided about equally between entertainment and instruction, the program also presents weekly guests.

Ferry Morse Sponsors

FERRY MORSE Seed Co., Detroit, will sponsor *Garden Gate* on the full CBS network for 16 weeks starting Jan. 17, the network announced last week. This is the fourth consecutive year that Ferry Morse has sponsored the garden program during the pre-planting season. Show will be heard Saturdays, 10-10:15 p.m. MacManus, John & Adams Inc., Detroit, is the agency for Ferry Morse.

Newscast Series

PETER PAUL Co., Naugatuck, Conn., candy and gum manufacturers, begins sponsorship of an early morning newscast series over MBS effective today (Nov. 10), the network announced last week. The news broadcasts, running for 52 weeks, will be heard Mondays, Wednesdays and Fridays at 8 a.m. in three of the four time zones, and at 7 a.m. in the Mountain time zone. Agency is Platt-Forbes Advertising Co., New York.

Drawn for BROADCASTING by Sid Hix

"Gismo! You can't say 'Stun' Perfume spelled backwards is the 'nuts'!"

NBC EFFECTS CENTRAL DIVISION RESHUFFLING

RESHUFFLING of NBC Central Division sales personnel, brought about by decision to separate national and WMAQ local sales departments, was accomplished last week with appointment of Edward C. Cunningham as assistant to Oliver Morton in charge of WMAQ local sales.

Mr. Cunningham

With Robert Ewing as assistant to Mr. Morton in charge of national spot sales, the NBC Sales Dept. is now split into local and national sales segments which will function directly under Mr. Morton.

In addition to the above appointments, George Creech, sales traffic manager for both national spot and local sales, will direct national spot sales traffic only. Frank Derosa, assistant to Mr. Creech, has been named WMAQ sales traffic manager.

Mr. Cunningham will have as members of his staff George Halleman and George Morris Jr. Mr. Ewing's staff will consist of John McPartlin, Robert M. Flanigan, Howard B. Meyers, and William Brewer, promoted from assistant continuity acceptance director.

Half of AM Outlets in Hard-Time Belts

Commission Economic Report Evaluates Radio's Prospects

(Survey's chapter on "Competitive Economic Outlook for Broadcasting" is printed in full text below.)

By RUFUS CRATER

IN AN EXHAUSTIVE SURVEY of radio's economics, FCC estimated last week that there will be 2,250 AM stations in 1948 and said almost half of them will be located in areas where they will be particularly vulnerable to hard times.

The Commission classified 287 of the anticipated 1,063 U. S. radio communities as "over-expanded." In these, described as "problem areas," FCC estimated there will be 1,063 stations which may expect troublesome competition "should the present high level of business activity decline."

Competition will be sharpest, FCC concluded, in communities which had stations before the war and which now have even more, and in new radio communities which have received multiple grants. Stations in cities and towns to which no new outlets have been added will be affected least by the expansion," while new stations going singly into communities which have no other outlets will be "in a rather favorable competitive position."

Six Pro, Seven Con

Looking at both sides of the picture for the future, the report found six general competitive factors favorable to the expanded industry, and seven unfavorable (see text of chapter, page 42).

The survey, first of its kind and limited solely to AM, was unveiled last Monday in a press seminar conducted by Dallas Smythe, assistant chief accountant in charge of the Economics Branch, who directed the survey and was principal author of the report, and Harry M. Plotkin, assistant general counsel. They disclaimed any link with the Blue Book and insisted it presages no change in basic licensing policies. Its purpose, they insisted, is solely to give the industry and particularly applicants "as much economic information as possible" for guidance.

The study, encompassing 113 pages, was issued as "a report of the Commission," but on a 6-to-1 vote with Comr. Robert F. Jones dissenting. He did not announce the grounds for his dissent, but it was made clear at the seminar that he opposed not the contents of the report but its issuance. It was assumed that he considered publication of such a study to be beyond the Commission's scope. Advance copies were distributed to the press on Oct. 31, last day of Chairman Charles R. Denny's tenure, upon Mr. Denny's insistence that it be issued before he officially departed.

In preparation since early this year, the report was made as of Feb. 7, 1947, the cutoff date in the temporary expediting plan undertaken by FCC early this year. Estimates of the 1948 station total were based on licenses and permits outstanding as of Feb. 7, plus the number of applications pending at that time. Spokesmen said experience since then indicates this method would produce a "conservative" estimate and that actually AM stations may surpass the 2,250 figure next year.

In considering ability to support stations, the survey classified a community as over-expanded "if it will now have more stations than did any community in the same population size group on VJ-Day." By this rule-of-thumb, using 1940 population figures, over-expansion was assumed if the following station totals were exceeded:

In cities under 25,000, one station; 25,000 to 50,000, two stations; 50,000 to 100,000, three; 100,000 to 250,000, four; 250,000 to 500,000, seven; 500,000 to 1,000,000, also seven; over 1,000,000, no standard. *(A summary of "problem" areas determined in this light is presented in Table 16 on page 40.)*

The report made it plain that the study "does not go to the question of any single community's capacity to support any given number of stations," and that "it is not the purpose to predict whether or not all or some of the stations in these communities will fail to yield a net return during their first year of operation, or during the next few years."

It was estimated that the 2,250 AM stations assumed for 1948—which contrast with 909 on Oct. 8, 1945 (roughly comparable to VJ-Day) and with 1,877 now—would need annual revenues totaling $363,059,000. The estimated 1,350 postwar stations alone, FCC said, would require approximately $130,-520,000 in annual revenues on the basis of 1945 averages. But the report conceded that this estimate, in itself 56% higher than actual revenues of all AM stations operating in 1945, "possibly overstates" the minimum requirements. *(Revenue needs of existing and future stations in Table 17 on page 40.)*

Postwar-Station Profits

Among postwar stations, returns from 249 (82%) of those that were on the air indicated a 50-50 split between red ink and black ink. The local parttime station emerged as the best bet for early profitability (19 out of 30), followed by the fulltime local (79 of 150) and with the fulltime regional at the bottom of the list (one of nine). Two out of three stations entering new radio communities — those without stations before Oct. 8, 1945 — were found to be operating profitably, while approximately the same proportion of those going into old radio communities, competing with established outlets, were operating at a loss.

The survey found that profitable stations achieved profitability in an average of 1.5 months. Those in new radio communities became profitable earlier (1.3 months) than those in old radio cities (2.3 months). Regional parttime stations became profitable faster than any other class, followed by local unlimited and local parttime stations in that order.

As of last April the profitable new stations were averaging $1,200 a month after operating costs, and unprofitable operations were averaging monthly losses of $1,643. *(Breakdown of postwar construction costs is shown in Table 18, on page 42, while average revenue, expense and income are depicted in Table 20 on page 44.)*

The assumed expansion to 2,250 stations in 1948 will bring a marked change in the size of the "average radio community" — it will have 12,500 population, as compared to 22,500 on VJ-Day. Two out of three radio communities will still have only one station, as compared with three out of four in the past. The average community size of these single-station communities will decline to 8,300 as compared with 17,800 on VJ-Day. *(Effect of the expansion on particular sized communities is shown in Chart A on this page.)*

Fulltime locals will still be the

(Continued on page 84)

CHART A

Population size	Total number of communities in U.S. (1940 Census)	Number and percent of total communities with one or more AM stations — On Oct. 8, 1945 — Number	Percent	— On Feb. 7, 1947[1] — Number	Percent
2,500– 5,000	1,134	27	2.4	188[2]	16.5
5,000–10,000	678	86	12.7	290	42.9
10,000–25,000	413	204	49.5	324	78.5
25,000–50,000	122	109	89.4	121	99.2
Over 50,000	140	140	100.0	140	100.0
Total	2,487	566	22.8	1,063	42.8

[1] (Editor's Note: FCC counted pending applications on Feb. 7 as grants in arriving at estimates for 1948.)

[2] Included in this figure are 53 communities of less than 2,500 population in 1940.

Text of Economic Report's Appraisal Of Competitive Outlook

Part III as Announced by the FCC

THE COMPETITIVE ECONOMIC OUTLOOK FOR BROADCASTING[1]

That the outlook for broadcasting is one of increased competition is an understatement. The preceding sections of the report have attempted to analyze the major segments of this competitive outlook. Unfortunately, our data do not permit the drawing of precise quantitative conclusions concerning the incidence of this competition in terms of place, time and form. It is possible, however, to draw together the threads from the preceding discussion into a statement of the areas, directions and forms of the principal competitive factors which will affect the economic outlook for broadcasting.

Some of these factors are relatively new to the industry, arising primarily out of the sharp postwar expansion in the number of stations. Others are familiar to the industry, but for various reasons later stated may operate more sharply in the future than in the past. This section attempts to (1) indicate the effect of the postwar expansion on competitive relationships in the industry and (2) indicate the general competitive factors which will tend to affect the industry favorably or unfavorably.

[1]It is pointed out that the report is limited to an exploration of the problems insofar as they affect standard broadcasting. Of necessity, it has not been possible to include an analysis of the future courses of other broadcasting services, such as FM, television, and facsimile, and their possible impact on standard broadcasting.

SECTION I

Effect of postwar expansion on competitive relationships

A. In unexpanded radio communities

As previously indicated, some 285 stations are located in 276 communities to which no new stations are going. The competitive relationships in these communities will be affected least by the expansion. They will be affected most in areas where (1) signals from one or more new stations in other communities may become available to their listeners, or (2) their service area may be narrowed through in-

(Continued on page 40)

Subcommittee to Map Music Strategy

Early Meeting Is Seen To Plan Petrillo Counter-Action

STRATEGY for the coming industrywide campaign to meet the stop-work tactics of AFM President James C. Petrillo will be drawn up by a special subcommittee named last week as the united-front movement got under way.

The six-man planning subcommittee will call another meeting of the 36-man overall industry committee in the near future. The subcommittee will submit proposals for operation of the united front, subject to approval by the full committee.

At this point the strategy calls for flexibility, to meet developments in the music situation as they unfold.

Support was given the movement last week when Radio Manufacturers Assn. indicated it would take part provided its board of directors lends approval. RMA representatives at an NAB-RMA liaison meeting Thursday apparently were ready to participate if necessary consent is obtained (see separate story on liaison meeting).

The Wednesday meeting of the industrywide committee failed to produce any concrete results but it was designed purely as an exploratory and organizational session. Actually it was deemed an important development in the music situation since all branches of the industry have never before joined in a common fight against the Petrillo union.

Because the committee is so large, an executive committee may be named. This group would represent each branch of the industry participating in the united-front project. It could be summoned on short notice to act as the music emergency requires.

Pre-meeting threats to kick up a fuss on the ground that NAB was trying to claim sponsorship of the committee failed to materialize. A terse news release covering the meeting was turned out by NAB but it carried the label "Industry Music Committee."

Program of Action

Actually much of the afternoon's discussion was devoted to organizational matters and the news release, with the subcommittee charged with the job of drawing up a program of action.

After the meeting, members representing all groups felt a good start had been made. They agreed a combined frontal attack against the music problem was the best strategy in sight at this time. The recorders' representatives are willing "to try it on for size" and will go along with the committee if it appears that definite action will be taken.

Named to the planning subcommittee were NAB President Justin Miller for broadcasters; William Fay, WHAM Rochester for FM stations; Charles Gaines, Frederic W. Ziv Co., for transcribers; Edward Wallerstein, Columbia Recording Corp., for recorders; Richard P. Doherty, NAB Director of Employe-Employer Relations, executive secretary; Bond Geddes, RMA (subject to RMA board approval).

NAB Survey Started

NAB last week started a survey to determine how many musicians are employed by broadcast stations. First such survey was conducted in early 1946, with a second survey also covering 1946 employment.

NAB's questionnaire asks number of staff musicians (sidemen and leaders) employed during the week of Oct. 27; changes contemplated prior to Feb. 1, 1948; number of staff musicians employed during any October week; basic weekly wage scale or rate; whether contract or agreement exists with AFM, when signed and when terminating, and whether in terms of dollars or men; change in contractual relations since 1946; does contract require hiring only AFM members?

Attending Sessions

Attending the meeting were:

NAB—Messrs. Miller and Doherty; A. D. Willard Jr., Don Petty, Robert K. Richards.

FM Assn.—Leonard Marks; William E. Ware, KWSI Council Bluffs, Iowa; Mr. Fay; Ray E. Dady, KWK St. Louis; Paul W. Reed, WFAH-(FM) Alliance, Ohio.

Networks—Howard L. Hausman, CBS; Frank E. Mullen, NBC; Joseph A. McDonald, ABC; Charter Heslep, MBS; Hudson Eldridge, Continental Network.

Broadcasters — John Elmer, WCBM Baltimore; Theodore C. Streibert, WOR New York; Roger W. Clipp, WFIL Philadelphia; Frank King, WMBR Jacksonville; Robert Thompson, WBEN Buffalo.

Television Broadcasters Assn.—Lawrence Phillips, DuMont.

Transcription Companies — Library Group: Richard S. Testut, Associated Program Service; C. O. Langlois Sr., Lang-Worth Feature Programs. Open-End Group: Joseph W. Bailey, Louis G. Cowan Inc.; Mr. Gaines.

Record Manufacturers — Walter Rivers, Capitol Records; M. R. Runyon, Columbia Recording Corp.; Milton Rackmil, Decca Records; Irvin Green, Mercury Radio & Television Corp; James Murray, RCA Victor Division; Halsey Cowan, Signature Recording Corp.

Meeting Observers

Attending as observers—C. E. Arney Jr., NAB; Bill Bailey, FM Assn.; Frederic J. Ball, Ray C. Cosgrove, Crosley Division; Ivin Ballin, Phonograph Record Mfrs. Assn.; Daniel R. Creato, RCA-Victor Division; Robert H. Hinkley, ABC; Robert P. Myers, NBC; Kenneth Raine, Columbia Recording Corp.

If RMA formally joins the committee, its representatives probably will be President Max Balcom and Ex-President Ray C. Cosgrove, with Mr. Geddes on the planning subcommittee.

On opening day of Education Week, Oct. 31, Canada had an example of Petrillo tactics when a Toronto high school band taking part in opening ceremonies, was not allowed to broadcast on CHUM Toronto. Walter Murdoch, AFM executive in Canada and president of Toronto Musical Protective Assn. would not permit the school band to broadcast due to disagreement with CHUM over payment of previous musical programs.

Charge Said Unfounded

Roland Ford, CHUM manager, claimed the charge was unfounded and that the station had paid its musicians as per contract. Meanwhile the Toronto Board of Education and City Council, as well as citizens, were indignant that school children were not allowed to broadcast. Mr. Murdoch claimed broadcast would have been allowed on other Toronto stations.

Diamond, New AFM Counsel, Negotiated '43 Petrillo Pact

By IRVING MARDER

MILTON DIAMOND, who as attorney for Decca Records was largely responsible for negotiating the Decca-AFM contract that broke resistance to the musicians' boycott of recording in September 1943, last week was appointed counsel to the union by James C. Petrillo, its president.

Mr. Diamond is now senior partner in the New York law firm of Poletti, Diamond, Rabin, Friedin & Mackay. He will act as an associate counsel to the AFM. J. Albert Woll was appointed an AFM attorney in Chicago several weeks ago after the death of Joseph Padway, counsel for the entire AFL, with which the AFM is affiliated.

As secretary and general counsel for Decca and World Broadcasting System Inc., Mr. Diamond negotiated the AFM contract which set the pattern for other recording pacts and established the system of royalty payments which were outlawed by the Taft-Hartley Act.

Decca was the first company to yield to Mr. Petrillo's demands during the musicians' boycott of recording and transcription work in 1942-1943. Decca's concession was regarded at the time as virtually forcing capitulation by other members of the industry.

The appointment of Mr. Diamond as AFM counsel last week was seen as indicating—for the first time—that Mr. Petrillo might be willing to negotiate with record companies after Dec. 31, the date of expiration of present contracts. Heretofore the AFM chief has stated only that his musicians would quit work for records and transcriptions after that date and has said nothing about new contracts.

Wouldn't Discuss Plans

After his appointment, Mr. Diamond refused to discuss the future of AFM relations with either the recording or broadcasting industries and dodged all questions pertaining to impending conferences between Mr. Petrillo and networks, whose AFM contracts expire Jan. 31. Such conferences, according to network sources are scheduled for mid-November in New York.

Following is an approximation of

(*Continued on page 81*)

TO LAUNCH his new book, *Speaking Frankly*, Former Secretary of State James F. Byrnes (seated, l), was interviewed over ABC from the studios of WORD Spartanburg, S. C., of which he is part owner. Walter J. Brown, president and majority stockholder of WORD, stands behind Pauline Frederick, ABC UN correspondent, who conducted the interview. Mr. Brown, who was special assistant to Mr. Byrnes while he was Director of Economic Stabilization, Director of War Mobilization and Secretary of State, also is president and a stockholder in WTNT, new outlet in Augusta, Ga.

NAB Study

PUBLIC relations techniques of stations in all parts of the country are being compiled by NAB, with the Sales Managers and Small Market Stations Executive Committees providing material for the study. In a letter to stations, J. Allen Brown, Assistant Director of Broadcast Advertising, asked for details on all types of stations, including community projects, employe relations, sponsor movements and other techniques.

Stage Set to Organize TV Networks

Plans to Telecast Party Conventions Begun; Relay to Open

TELEVISION'S next major development, the orderly organization of the nation's rapidly increasing number of video stations into networks, was triply foreshadowed last week.

First, eastern telecasters met in New York to begin planning their coverage of the Democratic and GOP national conventions to be held next year in Philadelphia. The Pennsylvania metropolis was selected by both political parties largely because television networks will make their proceedings visible to millions of televiewers along the eastern seaboard from Massachusetts to Virginia.

Second, AT & T announced that this Thursday, Nov. 13, will mark the formal opening of its New York-to-Boston radio relay, which will extend the present New York-Washington video network service to much of New England.

Swift & Co. Contract

Third, Swift & Co. contracted with NBC for its full video network for the Friday afternoon *Swift Home Service Club*, started last Friday on WNBT New York, WNBW Washington and WPTZ Philadelphia, with WRGB Schenectady to be added in a few weeks and other video stations as they join the NBC lineup.

Officials of the present radio networks are giving much thought to duplicating or bettering their AM positions in TV, with the DuMont organization as an added starter in this new field. NBC, whose New York video station, WNBT, has been operating on a regular schedule since 1939, is leading the video network parade as well. Its network plans are just about completed, and probably will be announced following an affiliates' meeting to be held within the next few weeks.

CBS Plans

CBS, whose network plans for television were delayed while that network prosecuted its fight for the immediate adoption of high-frequency full-color television, is making up for lost time and probably will announce its video network plans not long after the NBC announcement. CBS already has working agreements with WMAL-TV Washington, WMAR Baltimore and WFIL-TV Philadelphia and will have a similar agreement with WDRC-TV Hartford when that station begins operations.

The Philadelphia arrangement is temporary; WCAU-TV will be the permanent CBS video outlet in that city, as WCAU is for its AM network. WFIL and WMAL are AM affiliates of ABC and may possibly join the ABC video network when its New York key station begins program service next spring.

Although television networks someday probably will be as widespread as today's AM nets, their immediate development will be limited by a lack of facilities. The New York - Washington coaxial cable circuit is shared by the video broadcasters on a daily or hourly basis, while the political convention coverage is being set up on a pool basis. The Bell System is pushing cable facilities across the country as fast as it can but it will be several years before two-way coaxial service will be available for television on a coast-to-coast basis. Radio relays, which may prove a more feasible solution to the video networking problem, are as yet untested over long distances.

Another major problem for television networks is one of economics. The costs of programming and of program transmission are far

(*Continued on page 81*)

Luckman Boomerang

CHARLES LUCKMAN'S poultryless Thursday has boomeranged in St. Paul as result of a farm program on WDGY. Leland J. Melrose, editor of *Minnesota Farm Bureau News*, called on listeners to observe soapless Monday on his 12:45 newscast on WDGY and said he has already received 420 letters on the subject. Some of the letters, Mr. Melrose said, asked him to petition Mr. Luckman, president of Lever Bros., one of the nation's largest soap manufacturers, for home recipes for soap making.

AT&T N. Y. to Boston Relay Circuit to Open on Thursday

AMERICAN Telephone & Telegraph Co. will formally launch its new radio relay circuit between New York and Boston on Thursday afternoon, with a television program originating in Boston, New York and Washington as the high spot of the inaugural ceremonies.

The video program, to last about 20 minutes, will include a three-minute dramatic sketch depicting the history of communications and greetings from Walter S. Gifford, AT&T president; F. P. Lawrence, vice president in charge of long lines, and Lawrence Gilmore, president, New York Telephone Co., from New York; Joseph Howell, president, New England Telephone Co. from Boston; Acting FCC Chairman Paul A. Walker and Randolph Maddox, president, Chesapeake & Potomac Telephone Co., from Washington. Out-the-window shots of historic landmarks will be made in both Boston and Washington to prove actual originations in those cities to skeptical at-home viewers.

Program will be carried by WNBT and WABD New York; WPTZ and WFIL-TV Philadelphia; WMAR Baltimore, WRGB Schenectady; WNBW, WMAL-TV and WTTG Washington, with NBC facilities being used for the multiple pickups. Arrangements were made by Don McClure, television director of N. W. Ayer & Son, AT&T agency, who attempted to line up every video station in the eastern area and succeeded in getting all but WCBS-TV New York, which was unable to clear time.

A gathering of newspapermen and other invited guests in New York will be given an explanation of the workings of the microwave relay system by Dr. Oliver S. Buckley, Bell Labs president, and will listen-in on a three-way phone conversation between Boston, New York and Washington utilizing the new circuit. The video show transmission will include the coaxial cable between New York and Washington as well as the radio relay between New York and Boston.

Planning for Party Convention Television Coverage Launched

INITIAL planning for television's biggest undertaking, its coverage of the Republican and Democratic national conventions in Philadelphia next June and July, was commenced last week in New York at a meeting of representatives of video networks and stations. Serving as the first television committee for national political conventions, group is headed by J. R. Poppele, vice president and secretary of Bamberger Broadcasting Service (WOR New York) and president of Television Broadcasters Assn., who was named coordinator.

Mr. Poppele

Contrasting the 1948 situation with that of 1940, when the GOP convention in Philadelphia was covered by two video cameras whose pictures reached an audience of less than 10,000 viewers, Mr. Poppele stated that "next year batteries of television cameras situated at strategic points throughout the Municipal Auditorium in Philadelphia will give millions of television viewers an intimate glimpse of every facet of convention activity. The audience for these telecasts will be situated along the eastern seaboard from Massachusetts to Virginia and from the East Coast into the Middle West," he added.

Organization meeting was attended by video executives of ABC, CBS, MBS, NBC, DuMont, WFIL-TV, WPEN-TV, and WPTZ Philadelphia, WMAR Baltimore, Bremer Broadcasting Co., Newark, and representatives of the Philadelphia city committee for political conventions.

Group named sub-committees to plan the installation of equipment in the convention hall and the distribution of programs to the various stations, and agreed unanimously to pool all programming from the convention floor because of limited network cables, Mr. Poppele reported.

General committee comprises:

Noel Jordan, Al Jackson, NBC; Henry Grossman, Paul Wittlig, Bob Bendick, CBS; Paul Mowrey, Tom Velotta, ABC; A. A. Schechter, Jack Paige, MBS; Les Arries, J. L. Caddigan, Scott Helt, DuMont; Neil H. Swanson, WMAR; Burke Crotty, WMAL; Clarence Thoman, R. J. Bowley, WPTZ; Kenneth Stowman, David Miller, WFIL-TV; Roger W. Clipp, James T. Quirk, Philadelphia City Committee; Ben Larsen, Roy Meredith, WPEN-TV; Irving Rosenhaus, Frank V. Bremer, Bremer Broadcasting Co.; Will Baltin, TBA. Edward T. Ingle of the Republican National Committee and J. M. Redding of the Democratic National Committee are ex-officio members of the committee.

Sub-Committees

Five sub-committees on individual phases of television convention coverage, appointed by Mr. Poppele, include:

Committee on pooled programs: Burke Crotty, WMAL, chairman; Bob Bendick, CBS; Noel Jordon, NBC; Scott Helt, DuMont; George Milne, ABC; Kenneth Stowman, WFIL-TV; Jack Paige, Mutual; Clarence Thoman, Philco.

Committee on television newsreel coverage: Paul Mowrey, ABC, chairman; Paul Alley, NBC; Edward Evans, CBS; Neil Swanson, WMAR; Roy Meredith, WPEN-TV; James L. Caddigan, DuMont. Representatives of the AP, UP and INS will be invited to serve.

Committee on technical arrangements: Ray Bowley, WPTZ, acting chairman; David Miller, WFIL-TV; Harold See, WBAL-TV; George Milne, ABC; Charles Singer, Mutual; Frank V. Bremer, WATV; Carl Mopper, WMAR; Frank Harvey, WMAL. Invitations are to be extended to representatives of the American Telephone & Telegraph Co. and Western Union to serve.

Committee on traffic: Leonard H. Hole of CBS, chairman; Noran E. Kersta, NBC; Les Arries, DuMont; Donald McKay, WPEN-TV; Kenneth Stowman, WFIL-TV; Neil Swanson, WMAR; Paul Mowrey, ABC; Bert Harkins, Mutual; Roland V. Tooke, WPTZ; Kenneth Berkeley, WMAL-TV. Representatives of AT&T and Western Union will be invited to serve.

Committee on coordination, finance and housing: Roger W. Clipp, Philadelphia City Committee, chairman; Bob Bendick, CBS; J. L. Caddigan, DuMont; Noran E. Kersta, NBC; Robert Swezey, Mutual; James D. McLean, Philco; Irving Rosenhaus, WATV; Paul Mowrey, ABC; Alice W. Faust, WFIL-TV, committee secretary, and Burke Crotty, WMAL, ex-officio.

Committee on publicity: J. R. Poppele, chairman; Will Baltin, TBA.

FCC Begins 3-Week WBAL Hearing

Station to Argue Appeal Before D. C. Court Nov. 21

LONG-AWAITED FCC hearing in the battle for the facilities of WBAL Baltimore — involving WBAL's quest for renewal and the Pearson-Allen application for the facilities—began an expected three-week session before Comr. Rosel H. Hyde last week.

The Hearst-owned clear-channel station opened the hearing Monday with repeated—but futile—claims that Blue Book references to its past operation are prejudicial and should be "corrected" before the competitive hearing continues. WBAL is expected to need at least until the middle of this week to complete its case. Public Service Radio Corp., principally owned by Columnists Drew Pearson and Robert S. Allen, will then begin its presentation. The two principals of Public Service Radio are to appear late this week or early next week.

Court Hearing Nov. 21

Meanwhile, on another front, the Court of Appeals for the District of Columbia disclosed Thursday that it would hear argument Nov. 21 on WBAL's appeal from a District Court judge's dismissal of a WBAL complaint against the Blue Book [BROADCASTING, July 7, 14]. WBAL is seeking to have its suit remanded to the District Court for trial. If successful this would raise again the complaint's request for reinstatement of a stay order against FCC's proceeding with its own hearing until the court case is settled.

The clear channel facilities involved in the proceeding are 1090 kc with 50 kw fulltime. WBAL filed its renewal application in February 1945, requesting license renewal for the period May 1, 1945 to May 1, 1948. The application was designated for hearing in February 1946. The Pearson-Allen application was filed in September of that year and consolidated as requested with WBAL the following November.

The WBAL presentation was led by William J. Dempsey of Dempsey & Koplovitz, Washington, counsel for the Hearst station in conjunction with Littlepage & Littlepage, Washington. Leonard Marks of Cohn & Marks, Washington, represented Public Service Radio, which also has retained Frank, Skeen & Oppenheimer, Baltimore, to handle preparation of local legal matters.

Hearst Subpoena

The request of Pearson-Allen counsel for FCC to subpoena William Randolph Hearst still pends. Comr. Hyde earlier had indicated he would reserve decision until later in the proceeding following admittance of sufficient evidence on which to base his opinion. Mr. Marks is expected to press for Mr. Hearst's appearance, however. WBAL counsel already had indicated that it would not be wise to summon the publisher from his home in San Simeon, Calif., because of his health. It has been suggested that his testimony might be taken by deposition.

Running account of the hearing follows:

MONDAY

Hearing opened Monday morning in Baltimore with a motion for further postponement by WBAL counsel, Mr. Dempsey. He contended that the last-minute revelation that former Undersecretary of State Sumner Welles was acquiring stock in Public Service Radio [BROADCASTING, Nov. 3] required that WBAL be given reasonable time to investigate the matter. Comr. Hyde held that the point was unduly emphasized, noting that the Pearson-Allen motion for leave to amend their application to include Mr. Welles had been denied because of the immediacy of the hearing.

Hearing 'Improper'

Reading from earlier WBAL petitions, Mr. Dempsey reiterated that the competitive hearing was improper and that the allegedly false Blue Book charges should first be corrected. Explaining that the WBAL renewal should have been cleared before admittance of Public Service Radio, he stated it was unfair to be required to meet the charges of the Blue Book and at the same time compete with Pearson-Allen.

Mr. Dempsey's charge of "prejudicial discrimination and unjust proceeding" and his claim that Blue Book "prejudice hovers over the whole hearing" were met by repeated requests by Commissioner Hyde to proceed with a full hearing of both sides so that the case might be judged on the record.

Offers 'Fuel Hearing'

The Commissioner at one point said, "A full hearing is being offered. What more can we do?" He stated that the claims of Public Service Radio must be given a fair hearing and regarding WBAL stressed that the Blue Book was not a determination in any sense and was not to be treated as such. He added that there were no incorrect statements in the Blue Book.

Mr. Dempsey commented that upon this last statement the full Commission has never decided and said he wanted it clear as to the charges hanging over the head of WBAL.

Mr. Dempsey asked that an inspection of the WBAL plant be the first step in his case since that was among the issues. The invitation was not accepted in view of bad weather.

The afternoon session continued with presentation by WBAL of Paul F. Peter, of the radio management consulting firm of Frazier & Peter, who said he had been retained by WBAL a year ago to install a continuing program analysis and to help in the renewal hearing by preparation of certain analyses.

Program Report

Mr. Peter presented a WBAL program analysis report for the FCC-specified composite week of 1945, stating the report was considered a minimum showing in support of WBAL.

This included an "expanded" table summarizing commercial and sustaining percentages and pre-

(*Continued on page 82*)

Leaders Feted

DAVID SARNOFF, president and board chairman of RCA; Charles E. Wilson, president of General Electric, and Walter S. Gifford, president of AT&T, were among those cited by *Forbes Magazine* as "today's fifty foremost business leaders" at a dinner last week at the Waldorf-Astoria, New York.

'News' Denied in N. Y. FM Grants

Methodist Group Among Five Applicants Given CPs

FCC last week withdrew its proposed FM grant to the New York *Daily News* and gave it instead, in a final decision, to the Radio Corp. of the Board of Missions and Church Extension of the Methodist Church.

Grants to four others among the 17 New York-New Jersey FM applicants were made final as originally proposed [BROADCASTING, April 21].

The Commission did not change its decision to strike the controversial charges of racial bias which American Jewish Congress had leveled against the *Daily News*. Even so, the newspaper was expected to file a prompt petition for reconsideration of its application's denial and to take the case into court if necessary. As in the proposed decision, Comr. C. J. Durr was the only member voting to consider the AJC charges.

Reversal of the original proposal to grant the *Daily News*' application came on a 4-to-2 vote, with Comrs. E. K. Jett and Rosel H. Hyde dissenting and Comr. Robert F. Jones not participating in any phase of the case. The decision was dated Oct. 21, ten days before Chairman Charles R. Denny formally left FCC.

The grants:

ABC (WJZ)—95.5 mc (Channel 238) 6.5 kw; antenna height 760 feet.

WMCA Inc. (WMCA)—92.3 mc (Channel 222); 10 kw; 650 feet.

Unity Broadcasting Corp. of New York (controlled by International Ladies Garment Workers Union, AFL) —104.3 mc (Channel 282); 5 kw; 815 feet.

North Jersey Broadcasting Co. (WPAT Paterson)—103.5 mc (Channel 278); 8 kw; 710 feet.

Radio Corp. of Board of Missions and Church Extension of Methodist Church—105.1 mc (Channel 286); 20 kw; 500 feet.

Proposed Decision Statement

In its proposed decision the FCC majority classified proposals of the Radio Corp. of the Board of Missions among those "less calculated to serve the public interest than are others." It was contended then that the company, "formed to promote the missionary enterprise of the Methodist Church" and planning to set up "a network of evangelical FM stations," might weigh its programs along particular lines even though "diversity in types of programs" was indicated.

The majority's final decision, granting the church application, agreed that "it aims at a rounded and diversified program structure (of which 10% of the time would be devoted to strictly religious programs) ministering to the physical, recreational, cultural, moral and spiritual needs of the community without regard to creed, race, religion or any other condition." The majority now concluded that the church would not operate as a "special interest" station "but will serve the entire community."

With respect to the *News*, FCC's proposed decision gave preference to that newspaper over WLIB, affiliated in ownership with the *New York Post*, on grounds that radio competition between two newspapers would be promoted. In the final decision, the majority eliminated the *News* and WLIB applications together on grounds that grants to non-newspaper applicants would promote diversity in the ownership of media and competition in the dissemination of news and information.

Hyde-Jett Contention

Comrs. Hyde and Jett contended, however, that the *News* should have a grant. Mr. Hyde argued that both WLIB and the *News* made "superior showings" and that "the argument that competition in the dissemination of news and information in the New York market would be promoted by preferring other applicants is unrealistic." Mr. Jett insisted that a grant to

(*Continued on page 81*)

DISC JOCKEYS *Just How Effectively Do They Sell?*

THE second portion of BROADCASTING Magazine's station managers' poll on disc jockeys is presented herewith. This poll, tenth in the series conducted by Audience Surveys Inc., was partially reported in the Oct. 13 issue of BROADCASTING.

● *"Are your disc jockey programs easier or harder to sell nationally and locally than other locally-produced shows?"* (See Table I)

Thirty-five per cent of the stations find disc jockey programs harder to sell to national accounts than other locally-produced programs—twice as many as find them easier to sell. Approximately a quarter (27%) find they present about the same problem as other locally-produced shows. Twenty-one per cent were either unable to or refused to answer.

In local selling, however, 60% find disc jockey programs easier to sell than other locally-produced programs, while only 9% report they are harder selling. Again about a quarter (26%) see no difference.

● *"Are your disc jockey programs more or less profitable than other locally-originated programs?"* (See Table II)

Although 45% of the stations find the profits in disc jockey programs about the same as for other locally-produced programs, almost as many (37%) find platter shows more profitable, three times as many as reported they were less profitable (12%) than other local originations.

With new network disc jockey programs getting underway and an expanded list of nationally-offered transcribed service platter programs available, the next question asked was:

● *"Do you plan to carry any network-produced disc jockey programs?"* (See Table III).

Almost half of the stations plan to carry at least one network-offered disc jockey program. Thirty percent say they have no such plans, including some respondents who are not network affiliates. Thirteen percent have not been offered such programs, and 9% are indefinite.

● *"Do you plan to carry any transcribed service disc jockey programs?"* (See Table IV)

Sixty-four percent of the stations have no plans to carry a transcribed service platter show, compared to 11% who do. Twenty-five percent are indefinite or failed to answer.

Because of the interest in the reactions to the network-produced and nationally-offered transcribed platter shows, the respondents were asked to comment in their own words on:

● *"In your opinion, what effect will these network-produced and transcribed disc jockey programs have on your own locally-produced platter shows?"* (See Table V)

A majority (51%) of the stations foresee no effect at all on local programs in the network and

(Continued on page 77)

BROADCASTING TRENDS

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BROADCASTING

Table I

"Are your disc jockey programs easier or harder to sell nationally and locally than other locally-produced shows?"

	% of all stations carrying disc jockey programs
TO NATIONAL ACCOUNTS	
Easier to sell	17%
Same	27
Harder to sell	35
Indefinite or no answer	21
TOTAL	100%
TO LOCAL ACCOUNTS	
Easier to sell	60%
Same	26
Harder to sell	9
Indefinite or no answer	5
TOTAL	100%

Table II

"Are your disc jockey programs more or less profitable than other locally-originated programs?"

	% of all stations carrying disc jockey programs
More profitable	37%
Same	45
Less profitable	12
Indefinite or no answer	6
TOTAL	100%

Table III

"Do you plan to carry any network-produced disc jockey programs?"

	% of all stations carrying local disc jockey programs
Yes	48%
No	30
None available	13
Don't know and no answer	9
TOTAL	100%

Table IV

"Do you plan to carry any transcribed service disc jockey programs?"

	% of all stations carrying local disc jockey programs
Yes	11%
No	64
Don't know and no answer	25
TOTAL	100%

Table V

"In your opinion, what effect will these network-produced and transcribed disc jockey programs have on your own locally-produced platter shows?"

	% of all stations carrying local disc jockey programs
Favorable	18%
Unfavorable	11
Slight effect	8
No effect	51
Indefinite or no answer	12
TOTAL	100%

PRINCIPAL POINTS covered in the first portion of the BROADCASTING TRENDS analysis of station managers' views on disc m.c. programs [BROADCASTING, Oct. 13] were the extent to which stations are using locally-produced disc jockey shows, the times of day when these shows are featured and the kinds of records (popular, classical, etc.) used. The second portion of it, presented herewith, goes into the selling phases of locally-produced disc m.c. programs and the plans of station managers with respect to network-produced and transcribed service disc jockey shows.

Shift in FCC Policy Is Possibility

Only Walker, Hyde, Jones Appear As Fixtures On Commission

THE NEXT few months may witness a metamorphosis at the FCC through the shift of the majority from moderate left to middle-of-the-road, or even right.

The resignation of Charles R. Denny as chairman may be followed by two and possibly three others before the 1948 elections. Commissioner Clifford J. Durr, radical Democrat from Alabama, is keeping his own counsel, but may retire before his term expires June 30. Commissioner E. K. Jett, former chief engineer, and teammate of Mr. Denny, may accept an outside offer following the NARBA conference, which he likely will head, next August. And Commissioner E. M. Webster, retired Coast Guard Commodore, is not expected to seek reappointment upon expiration of his term in 1949.

Only Acting Chairman Paul A. Walker, whose term runs until 1953; Rosel Hyde, Idaho Republican, who is not up until 1952, and the Commission's newest member, former Rep. Robert F. Jones, Ohio Republican, who was named this year for a seven-year tenure, are regarded as fixtures.

While there has been nothing concrete from the White House, indications are that the President won't nominate his new FCC chairman until Congress convenes in regular session on Jan. 6. Wayne Coy, radio director of the *Washington Post* stations, WINX and WINX-FM, was President Truman's choice. Mr. Coy was disposed to accept.

Nothing Definite

In a political year, however, Washington observers point out that nothing can be regarded as certain until it happens. Mr. Coy has been offered several other Federal posts. He did not seek the FCC vacancy. He did not want a recess appointment, however, and President Truman desired to avoid encumbering the special session with partisan or political questions.

With some two months remaining before the regular session Jan. 6, observers said, almost anything can happen. The President might have other plans; Mr. Coy may decide against returning to Government service; the political complexion may augur for appointment of a middle-of-the-roader.

There was even speculation about an appointment at the Nov. 17 special session of an attorney whose name has not yet been published.

Since Mr. Denny resigned, stress has been placed upon the desirability of having on the FCC one who has had practical broadcasting experience. Thus, in addition to Mr. Coy, the name of J. Leonard Reinsch, managing director of the Cox stations (WSB Atlanta, WIOD Miami, WHIO Dayton) has been heard most frequently. Mr. Reinsch has served as radio advisor to the President since the 1944 vice presidential campaigning days. Like Mr. Coy, he has not been an avowed

(Continued on page 77)

1881 Charles W. (Chuck) Myers 1947

CHARLES W. (CHUCK) MYERS, 66, founder and former president of KOIN Portland, Ore., and president of the NAB in 1936-37, died at the Good Samaritan Hospital in Portland Nov. 3 following several weeks' illness. Mr. Myers had suffered a heart attack Sept. 15 and had been confined to the hospital since that date.

An active and militant broadcaster until he disposed of his controlling interest in KOIN to the Marshall Field Enterprises in March 1946, Mr. Myers had lived in semi-retirement since that time. He disposed of KOIN for $950,000 because of somewhat impaired health. Previously, KALE Portland, which he also headed, had been turned over to the *Portland Journal* in a stock exchange transaction, in compliance with the FCC's anti-duopoly regulation barring ownership of more than one station of the same class in the same area.

At the NAB convention in 1936, Mr. Myers was elected president to lead it out of a morass of factional disturbance which had threatened the unity of the industry. It was during his regime that plans were evolved, in tentative form, to retain a paid president for the NAB rather than one elected from the industry. He had served on the NAB board in 1933, was elected second vice president during 1934-35 and served as first vice president the year preceding his election to the presidency.

Born on Iowa Farm

Charles William Myers was born on a farm near Muscatine, Iowa, on Jan. 25, 1881, and attended country school on a catch-as-can basis until he was 13. The only child in the farm family, "Chuck" left home at 19 and took a job in the mailing room of the *Clinton* (Iowa) *Herald*. For seven years he served on that newspaper, successively in the circulation department, as circulation manager, advertising manager and business manager.

In 1910 he left Clinton to become advertising manager of the *Bay City* (Mich.) *Tribune*. After a year he joined the advertising department of the *Des Moines News* of the Scripps League, and in 1913, he began his trek to the country's "last frontier" as he described it. He was made advertising manager of the *Portland* (Ore.) *News*, also of the Scripps League, and served there for 16 years. The first six were as advertising manager and the last ten as business manager. Circulation of the *News* increased in that span from 14,000 to 64,000.

Recognizing broadcasting as an important projection of the newspaper, Mr. Myers in 1925 organized a group of businessmen and established KOIN, procuring a minority interest. Six years later, as the station developed under his capable management, along with its sister outlet, KALE, which was acquired afterward, Mr. Myers left the business management of the *News* to devote full time to broadcasting. In the interim he had acquired controlling interests in both stations. He initiated an affiliation with the *Journal* which acquired minority interests in both stations.

His close associate in his broadcasting operations was the late C. Roy Hunt, who served as general manager and stockholder.

Possessed of a whimsical sense of humor, Chuck Myers selected the call letters KOIN and KALE as a "gag" but he afterward confessed that he had devised the combination because they spelled words and words were much more easily committed to memory than a series of tongue-twisting consonants and vowels.

Liked Photography

Before Chuck Myers left Iowa for Michigan in 1910, he married Gertrude Nichols, of Clinton. Both were ardent fishermen and sailors. Mr. Myers also was an enthusiastic amateur photographer. It wasn't unusual for him to carry several hundred pounds of equipment and films to NAB meetings for private performances.

Mr. Myers' bosom friend and constant companion on vacations until his illness was Arthur B. Church, owner of KMBC Kansas City. Mr. Myers was a Mason, Shriner and Jester, the latter an honorary Shrine organization. He was active in Portland civic affairs and several times was president of the Chamber of Commerce and the Advertising Club.

Mr. MYERS

Funeral services were held last Thursday at the Portland Masonic Temple. Mr. Myers is survived by his wife, Gertrude Nichols Myers.

Edwin O. Perrin

EDWIN O. PERRIN, 58, partner of the Henry A. Loudon advertising agency, New York, died Oct. 30, at Wickersham Hospital in New York. Prior to his affiliation with the Loudon agency, Mr. Perrin was for 14 years a vice president and director of McCann-Erickson. Surviving are his wife, two daughters and a son.

NBC Will Reduce Its Protection Period On Network Rate, Discount Adjustment

ANNOUNCEMENT that it would reduce its protection period for rate or discount adjustments from the present one-year guarantee to six months was made by NBC last week. The revised policy, effective May 1, 1948, was announced by Harry C. Kopf, NBC administrative vice president, in a letter to advertisers and agencies. Mr. Kopf said no general network rate increase or discount adjustment would be made before next May.

Uncertainties of future network costs were said to have motivated the NBC decision to reduce the protection period. In his letter, Mr. Kopf pointed out that operating and overhead expenses of NBC, exclusive of costs of television development, had increased 33.5% since September 1943.

In budgeting for 1948, the network is "squarely confronted with the necessity of self-protection against constantly mounting costs," the letter read. These cannot be overcome by increasing business volume, Mr. Kopf said, because only two hours per week of network time remain unsold. Under these circumstances, Mr. Kopf said, "the one-year protection we have heretofore given our clients represents a serious problem to us in the event costs continue to rise."

Mr. Kopf said there had been no general NBC station rate increase since October 1939, although some individual station rates had risen. Additionally, he said, in August 1942 NBC introduced a full network discount plan providing 10% annual discount above all other volume or frequency discounts. Despite a withdrawal of 2½% of volume discounts in September 1943, "net costs to qualifying advertisers during the period from 1939 to the present have decreased more than 5%," Mr. Kopf reported.

The new policy: "NBC will make no general network rate increase or discount adjustment before May 1, 1948. On and after that date, in the event of rate or discount adjustments, NBC will guarantee six months' protection to current advertisers, from the date of increase, instead of one year as heretofore."

Paid Radio Column In Papers Planned

33 Large U.S. Dailies Contract For Syndicated Project

A "SYNDICATED" newspaper column devoted solely to radio news will appear as paid advertising in 33 large U. S. newspapers starting in January, it was announced last week by the new firm of Randall & Cooper, 50 E. 42nd St., New York.

To be known as "Ears to Radio," the project is described by John Randall, partner in the firm and former KMOX St. Louis news editor, as a completely new idea in newspaper advertising for radio programs. Contracts will be made with leading advertisers and networks on a 13-week basis to publicize their shows, Mr. Randall said. Since newspapers will print this material on a paid space basis the great element of chance involved in "planting" free publicity is absent, he said.

Newspapers Contracted

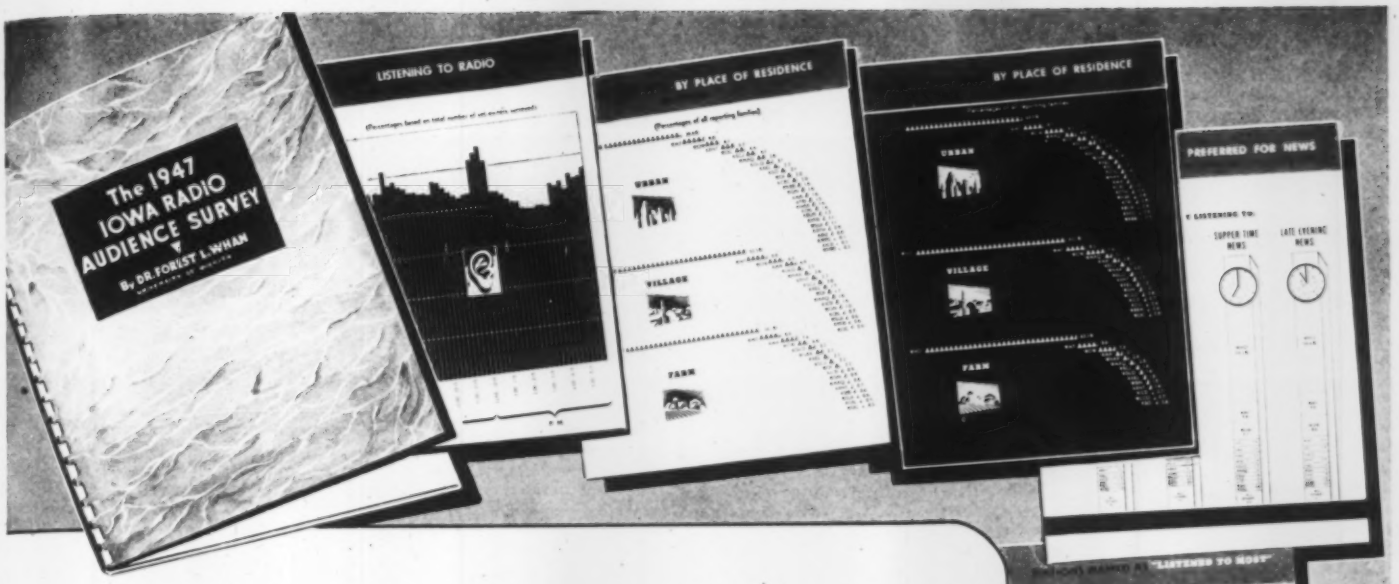
Newspapers which have contracted to print "Ears to Radio" include the *New York Times*, *New York Herald-Tribune*, *Chicago Tribune*, *Philadelphia Inquirer*, *St. Louis Post-Dispatch*, *Washington Post*, *Boston Globe*, *Charlotte Observer*, *Des Moines Register*, *Minneapolis Star-Journal*, and more than 23 others with an aggregate circulation of more than 14,800,000, according to Mr. Randall. In addition to the 33 papers which will print the column initially, others have agreed to carry it when the newsprint shortage ends, he said.

Space in "Ears to Radio" will be sold to advertisers with a guarantee of three to six-inch insertions per program on a minimum 13-week contract, according to Mr. Randall. The rate is $1,322.16 per one-time insertion on the base contract, with progressive discounts on 26 and 52-week contracts.

Column will appear Sundays at first, on the radio log page or opposite, and eventually daily, Mr. Randall said. Copy accent is to be on program names, networks and talent, rather than products and sponsors. Editor of "Ears to Radio" is Gary Stevens, Warner Brothers radio director and producer of *Luncheon at Sardi's* and *Twenty Questions*.

Large Stores Lead

FREDERIC W. ZIV Co., Cincinnati, disclosed last week that department stores are leading in sponsorship of the half-hour transcribed dramatic series, *Favorite Story*, starring Ronald Colman. Sixteen large stores are airing the programs in 26 markets, according to John L. Sinn, executive vice president of the Ziv Co. The show is also popular with public utility firms, seven of which are sponsoring it in their locality, Mr. Sinn said.



Take this "Refresher"

ON RADIO-LISTENING HABITS IN IOWA!

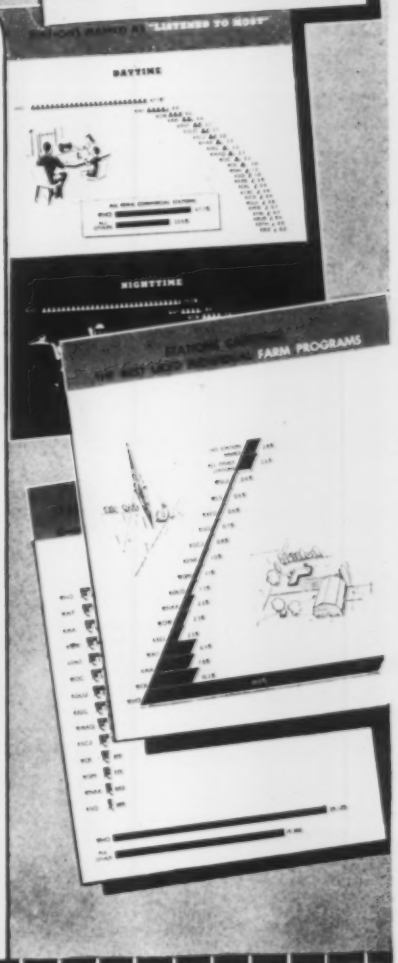
30 MINUTES WITH THIS VALUABLE BOOK WILL BRING YOU "UP TO DATE"!

The 1947 Iowa Radio Audience Survey is a complete, brief text-book on radio-audience listening habits and preferences in Iowa. *It answers practically every question you could ask*, and because these answers are furnished in chart and map form as well as in statistical break-downs, it tells you what you want to know, *almost at a glance.*

Here are a few of the subjects covered by this authoritative research (compiled from answers furnished by 8,682 Iowa families—1 out of every 73 in the State):

- Preference-ranking of every station heard in Iowa, day and night.
- Percentage of total audience preferring each station.
- Areas in which each station is preferred.
- Break-down of preferred listening-periods, by daytime quarter-hours.
- Types of programs preferred.

All the above—and many others—are broken down by age, sex, educational status and place of residence (city, village, farm). This is a survey for the exclusive use of which any large agency would gladly pay thousands of dollars. It is yours FREE on request, so long as the supply lasts. Get your copy NOW. Use the coupon.



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FREE & PETERS, INC., *National Representatives*

Station WHO
914 Walnut Street
Des Moines 7, Iowa

Gentlemen: Please send me, without obligation, my FREE copy of the 1947 Iowa Radio Audience Survey.

Name .....

Company .....

Street .....

City ..... State .....

RELIGIOUS TIME SALES
Poll Shows Minority of 50-kw Stations Do Charge

ONLY 25% of a cross-section of 50-kw stations make a practice of selling religious time, an analysis of religious programming conducted by Rev. Albert H. Salter, director of religious programs for KMPC Hollywood, indicates. Rev. Salter's survey extended over a period of months, he reports, and his analysis is based on replies received from 40 stations of 50-kw power.

- Average of religious time (both commercial and non-commercial) carried per week was three hours and a half. The average for Sundays was 2.35 hours and for weekdays 1.35 hours.
- Station-sponsored daily prayers are carried on only 12 of the 50-kw stations, Rev. Salter found.

DISHING OUT grub for sponsor is Groucho Marx (second from r) at recent party celebrating start of ABC *You Bet Your Life* (Elgin American Co.). Being fed are (l to r): A. B. Gellman, president of Elgin American Co.; John Guedel, program packager; Marvin Mann, vice president and radio director of Weiss & Geller Inc., Chicago agency servicing account; Frank Samuels, ABC Western Division sales manager.

FALSE AD PRACTICES DISCUSSED BY FREER

VOLUNTARY correction is the key to elimination of false and misleading advertising and other unfair trade practices, according to R. E. Freer, vice chairman of the Federal Trade Commission.

Speaking before the American Marketing Assn. in New York, Commissioner Freer said that of 641,402 radio broadcast continuities examined by the Commission, 9,573 were marked for further study. He added that much credit was due national and regional networks, transcription producers, stations and publishers who cooperate with the Commission by "furnishing the grist ground in the mill."

In cases where an agency or station has prepared or participated in preparation of advertising questioned as false or misleading, then that agency or station is considered a party to any corrective action, according to the Commissioner.

To date stations which have done no more than serve as dissemination media have not been considered parties, but, said Commissioner Freer, Section 12 of the Federal Trade Commission Act, as amended by the Wheeler-Lea Act, makes it "unlawful" merely to "disseminate, or cause to be disseminated, any false advertisement' of a food, drug, curative device or cosmetic."

Gillette Is Army-Navy Sponsor for AM and TV

BOTH radio and television coverage of the 1947 Army-Navy football game on Nov. 29 will be sponsored by the Gillette Safety Razor Co., it was disclosed in New York last week.

The broadcast of the game, to be played at Municipal Stadium in Philadelphia, will be carried exclusively by MBS starting at 1:15 p.m., according to an announcement by Joseph P. Spang, Jr., Gillette's president. NBC will televise the grid classic through its East Coast network stations—WPTZ Philadelphia, WRGB Schenectady, WNBW Washington, and WNBT New York. Maxon Inc., New York, is the Gillette agency.

CBS Group at KSL

J. L. VAN VOLKENBERG, CBS general sales manager, headed a group of 27 staff members of Radio Sales, the network's spot broadcasting division, who paid a six-day get-acquainted visit to KSL Salt Lake City last week. Radio Sales takes over national representation of KSL on Jan. 1. Howard S. Meighan, CBS vice president, also attended the KSL meetings.

CKEY Toronto, has installed new 5-kw Canadian Marconi transmitter for daytime 5-kw operation. Installation was in charge of Ernie Swan, chief engineer of CKEY.

PORTRAIT OF A MARKET

It's the people who make a market. . . . You can't meet all 600,000 of them in the Nashville market area, but we'll introduce you to a typical one you'd like to sell. . . . She's married and has two children who wear lots of clothes and eat too much (she says). . . . She spends the bulk of the family income (over $356,000,000 in retail sales a year) and she buys by brand. . . . Why not tell her about yours with a sales-building message — at reasonable cost — via WSIX.

AMERICAN • MUTUAL

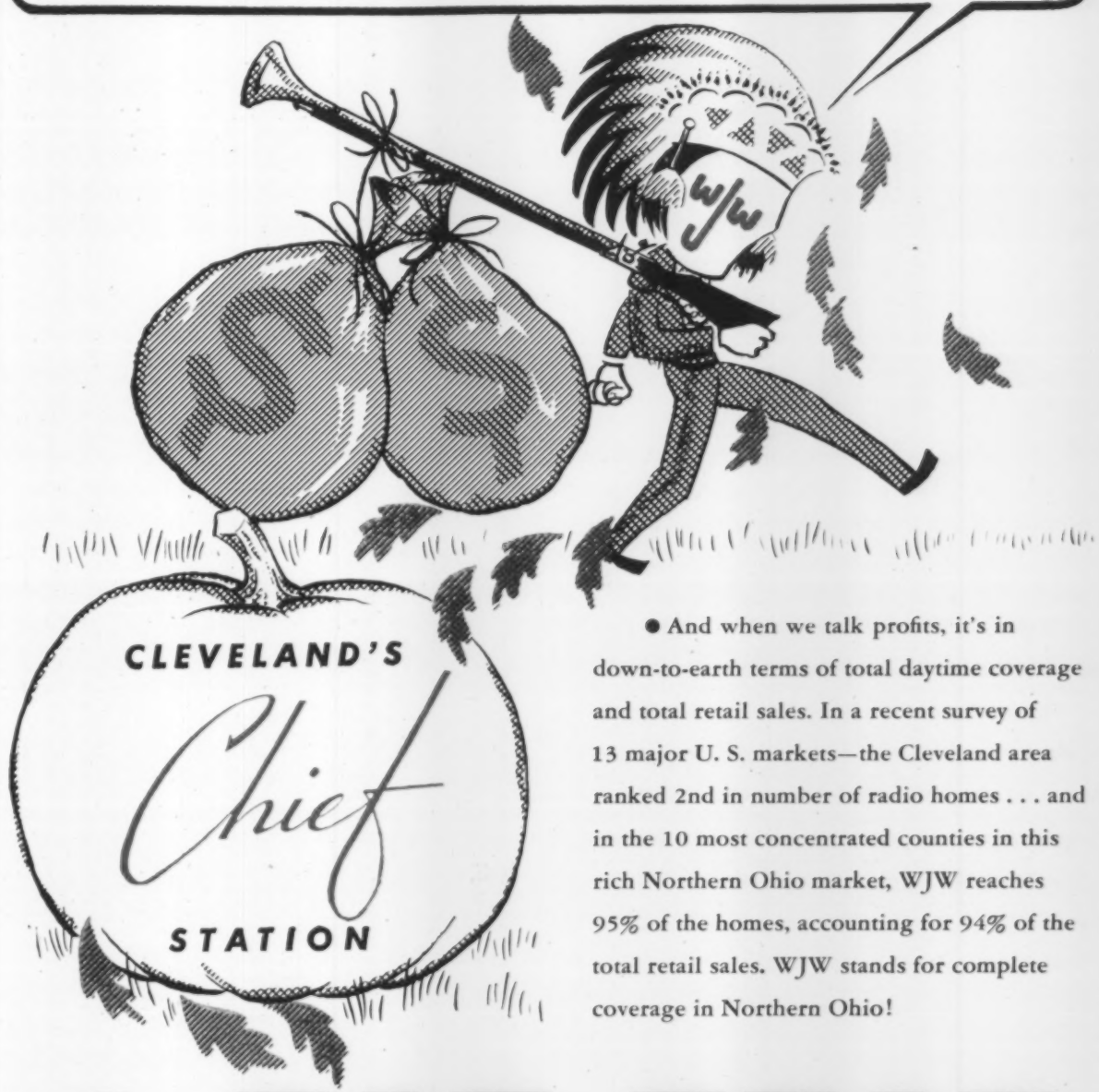
WSIX
The Voice of Tennessee's Capital City
NASHVILLE TENNESSEE

5,000 W.
980 KC

Represented Nationally by
THE KATZ AGENCY, INC.

WSIX gives you all three: Market, Coverage, Economy

LET'S TALK ~~TURKEY~~ PROFITS



● And when we talk profits, it's in down-to-earth terms of total daytime coverage and total retail sales. In a recent survey of 13 major U. S. markets—the Cleveland area ranked 2nd in number of radio homes . . . and in the 10 most concentrated counties in this rich Northern Ohio market, WJW reaches 95% of the homes, accounting for 94% of the total retail sales. WJW stands for complete coverage in Northern Ohio!

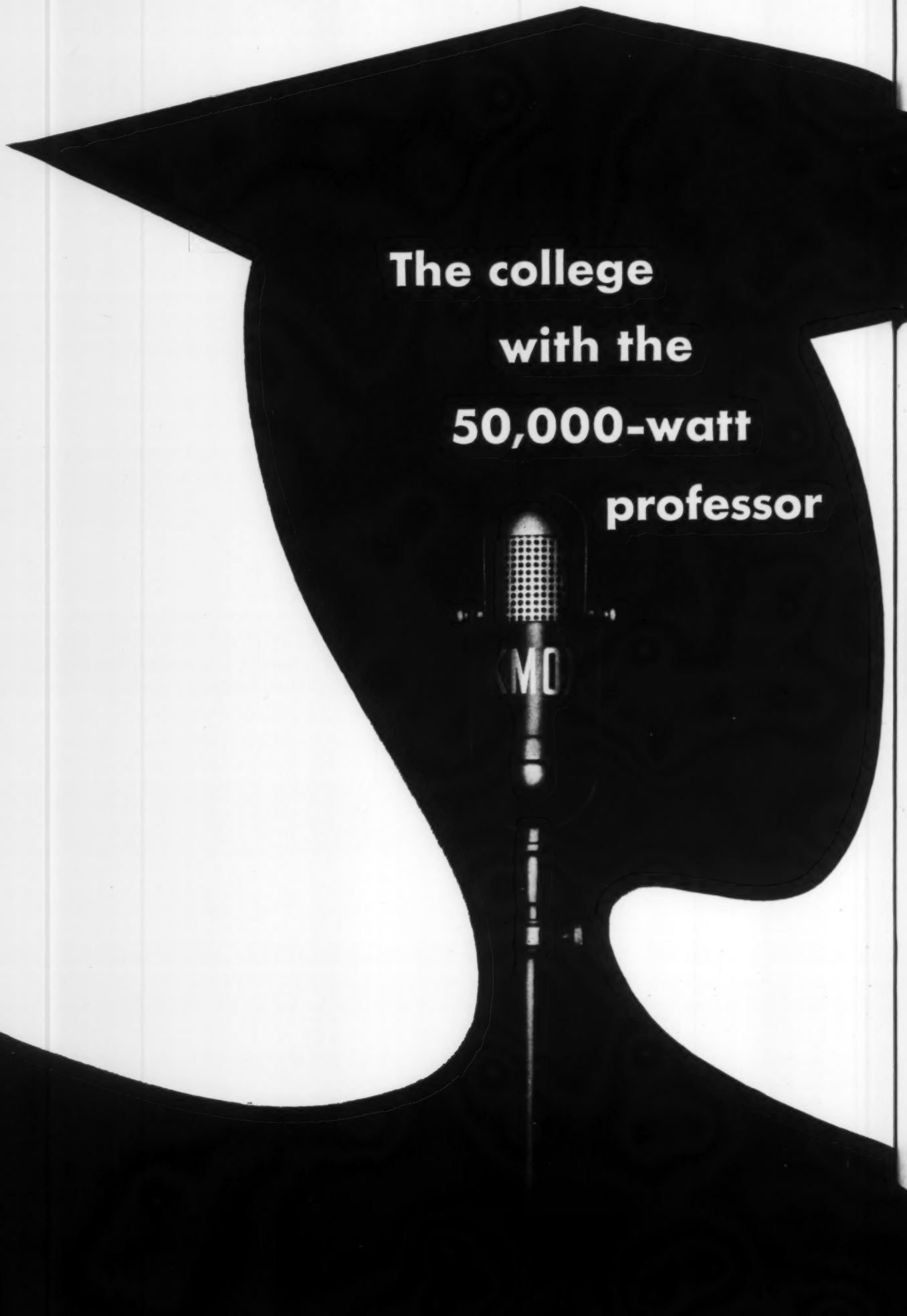
WJW

BASIC
ABC Network

CLEVELAND

850 KC
5000 Watts

REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY


The college
with the
50,000-watt
professor

Washington University has added a new department —Radio Broadcasting...and a new professor—the 50,000-watt "Voice of St. Louis."

Now, undergraduate students are attending the most comprehensive course in radio broadcasting ever offered by any college. Classes are held in the KMOX studios. Laboratory work is done at KMOX's new 50,000-watt transmitter. And all the teaching is done by KMOX staff members.

The appointment of KMOX to Washington University's staff is of more than academic interest to astute advertisers...

It is eloquent evidence of the enterprising management that has made KMOX the *most* "listened-to", *most* "talked-about" station in Mid-America.

It is evidence, too, that when *you* want Mid-Americans to learn something about your product, KMOX can teach them.

KMOX Columbia Owned • 50,000 watts

Represented by Radio Sales...Radio Stations Representative...CBS, New York, Chicago, Los Angeles, Detroit, San Francisco, Atlanta

WACO

ACO, TEXAS, with a metropolitan population of 103,000 persons, has an average family income of over $4,000.

MERICAN BROADCASTING COMPANY'S Regional outlet. 1,000 Watts on 1460 Kilocycles.

OVERS 16 Central Texas counties with a buying power of nearly $380,000,000.

VER 34% of the radio sets in the Waco trade territory are tuned to W-A-C-O* each day.

*Station WACO is the only radio station in the nation having call letters that spell the name of its home city.

1,000 WATTS 1460 KILOCYCLES

NATIONAL REPRESENTATIVE: WEED & COMPANY

W·A·C·O

WACO, TEXAS

SHACKELFORD ELECTED TO HEAD IRE IN 1948

BENJAMIN E. SHACKELFORD, manager of the License Dept. of RCA International Division, New York, has been elected president of the Institute of Radio Engineers for 1948. Dr. Reginald L. Smith-Rose, superintendent of the radio division, National Physical Laboratory, Teddington, Middlesex, England, is the new vice president.

Chosen as directors-at-large for the 1948-50 term were: James E. Shepherd, research engineer of the Sperry Gyroscope Co. Inc., Great Neck, L. I., New York; Dr. Julius A. Strattong, professor of physics and director of the Research Laboratory of Electronics at M. I. T., Cambridge.

Herbert J. Reich, electrical engineering professor, Dunham Laboratory, Yale U., was elected regional director for 1948 and 1949 of the North Atlantic region. The Central Atlantic region's new director is John V. L. Hogan, president of the Interstate Broadcasting Co., Inc., WQXR, WQXQ, Radio Inventions Inc., and Faximile Inc., New York. Mr. Hogan is a former officer of IRE. John B. Colesman, assistant director of engineering, RCA Div., Camden, N. J., will serve as director of the Central Atlantic region, and John A. Hutchason, associate director of research, Westinghouse Electric Corp., East Pittsburgh, Pa., was elected director for the East Central region. Theodore Hunter, president of Hunter Manufacturing Co., Iowa City, Iowa, and staff consultant in the Psychology Dept., U. of Iowa, will direct the Southern region, and director of the Pacific region is Frederick E. Terman, dean of the School of Engineering at Stanford U., and a past officer of IRE. Frederick S. Howes, associate professor of electrical engineering and consulting engineer at McGill U., Montreal, is director of the Canadian region.

Larmon Is Chairman

SIGURD S. LARMON, president of Young & Rubicam Inc., has been appointed chairman of the committee on advertising for U. S. associates of International Chamber of Commerce. Others on committee are Elon G. Borton, president, Adv. Federation of America; Justin Dart, president, United Rexall Drugs; Frederic R. Gamble, president, American Assn. of Advertising Agencies; Clarence Goshorn, president, Benton & Bowles; Charles Luckman, president, Lever Bros.; Charles G. Mortimer, vice president, General Foods Corp.; Joshua B. Powers, president, Joshua Powers Inc.; William E. Robinson, vice president, *New York Herald Tribune;* Niles Trammell, president, NBC, Irwin Vladamir, president, Irwin Vladamir Co.

CONGRATULATIONS are in order all the way around as three staff members of KLZ Denver get promotions to new posts. Main Morris (r), a member of KLZ's sales staff for the past six years and national sales manager for the past few months, becomes commercial manager. Lee Fondren (center), KLZ promotion manager since 1941, is moved to national sales manager and John Connors (l), writer, succeeds Mr. Fondren as promotion manager.

Journalism School Check In 40 Colleges Launched

JOURNALISM courses at some 40 colleges are being checked by a committee of the American Council on Education for Journalism. The project was started by the NAB Educational Standards Committee, with examiners named by Wilbur Schramm, chairman of the Council on Radio Journalism. Earl English, U. of Missouri, is executive secretary of the accrediting committee.

First journalism school checked for accreditation was that at Northwestern U. Arthur C. Stringer, NAB, secretary-treasurer of the council, checked Emory U. and the U. of Georgia last week and will visit Rutgers U. Nov. 17-18. Karl Koerper, KMBC Kansas City, will check U. of Missouri Nov. 17-18 and Kansas State Nov. 21-22.

ACA Elects Officers

HAROLD J. G. JACKSON, advertising manager of Chrysler Corp. of Canada, Windsor, was elected president for 1948 of Assn. of Canadian Advertisers at 33rd annual meeting at Toronto. Other officers elected to ACA were: vice-presidents, George S. Bertram, Swift Canadian Co., Toronto; Lee Trenholm, Underwood Ltd., Toronto; Mrs. Muriel Gillespie, Courtaulds (Canada) Ltd., Montreal; Hedleigh T. Venning, Shirriff's Ltd., Toronto; and J. G. Hagey, B. F. Goodrich Rubber Co. of Canada, Kitchener, Ont.; directors, E. T. Gater, Sterling Products, Windsor; M. M. Schneckenburger, House of Seagram, Montreal; and James F. Scruton, H. J. Heinz Co., Toronto; treasurer, J. P. Lyons, Manufacturers Life Assurance Co., Toronto; general manager, Athol McQuarrie, Toronto; secretary, J. A. M. Galilee, Toronto.

Thankful . . .

You gave us our priceless heritages for . . .
the right to our beliefs . . . A Democracy
. . . the right to worship as we please . . .
the right to freedom of speech . . . the
right to an uncontrolled radio . . . We
Americans cherish these freedoms . . .
We are thankful.

WJR

50,000 WATTS

Michigan's Greatest Advertising Medium

CBS

THE GOODWILL STATION, INC., FISHER BLDG. **DETROIT**

G. A. RICHARDS
Pres.

Represented by
PETRY

HARRY WISMER
Asst. to the Pres.

INSIDE J. WALTER THOMPSON

Biggest U. S. Ad Agency is Subject of Article In November 'Fortune'

BIGGEST ADVERTISING agency in America, the agency that bought $12,000,000 worth of radio time last year, is opened to public view in the November issue of *Fortune*. J. Walter Thompson, gross billings estimated at $82,000,000 in 1946, is the subject of another of *Fortune's* thoroughgoing examinations of the U. S. business scene.

Established in 1872, the agency has an annual payroll of $8,000,000, offices in eighteen cities abroad and five cities in the United States. A total of 3,268 executives, artists, copywriters, receptionists, paste-up boys and secretaries make up the staff. There are 43 vice presidents.

Thirty per cent of the client's dollar in the years 1942-46 has been allocated to radio. The J. Walter Thompson Radio Department under Vice President John Reber, places ten and three-quarters hours of national radio time a week, three hours on regional networks, and 70,000 spots and local programs.

The first successful radio venture was the Standard Brands *Rudy Vallee Show*—which was the first of the "family shows," characterized by music, humor, guest stars, and the easy-listening commercial for the sponsor.

Second in size to Dancer-Fitzgerald-Sample, which devotes two-thirds of its efforts to radio advertising, J. Walter Thompson's Radio Department is going ahead full speed to produce the kinds of shows the public wants to hear—and to advertise the client's product.

Fortune's editors have done a thorough job on the agency—down to giving the list price for a Pond's Engaged Lovely, which is $100-$300. The gentle art of selling the American consumer what he wants to buy is the specialty of J. Walter Thompson. Its president, Stanley B. Resor, says flatly that advertising "raises the standard of living through education to new desires, leads to actual improvement of products and cuts distribution cost," and that is J. Walter Thompson's policy.

Elsewhere in the issue, *Fortune* carries a profile of Smith Davis, newspaper, magazine and radio station broker, who will draw commissions on sales this year of more than $30,000,000. In its "Shorts & Faces" Department, the issue discusses the radio giveaway shows. Clients have been known to dispense with agency control of radio time after taking on giveaway shows. *Fortune*'s report on the giveaway calls it "the closest thing to something for nothing that has hit advertising for years."

HISTORY OF WCCO Minneapolis was presented in National Radio Week dramatization which featured two of station's old-timers, Clellan Card (l) and Cedric Adams (r), shown with Merle Jones, new WCCO station manager. Mr. Adams, news commentator, appeared in his original role of narrator on a 1931 series of Oriental mysteries. Mr. Card contributed the Scandinavian accent which made him popular with WCCO listeners when he joined in 1934.

You can cook up some mighty big sales in KFH's Twin farm and city markets. Double coverage has made KFH "That Selling Station for the Southwest".

THAT SOLID SECTION OF KANSAS' RICHEST MARKET

WICHITA IS A HOOPERATED CITY

KFH WICHITA

CBS . . . 5000 WATTS DAY AND NIGHT . . . CALL ANY PETRY OFFICE

Radio Newsmen to Lead Sigma Delta Chi Panel

RADIO NEWS panel, led by top network newsmen, will be a highlight of the four-day convention of Sigma Delta Chi, professional journalistic fraternity, which gets under way in Washington on Nov. 11.

Heading the panel will be Claude A. Mahoney, CBS Washington commentator. Others scheduled to take part are Bill Henry, CBS Washington news correspondent; Ray Henle, editor of the *Three Star Extra* heard on NBC; Albert Warner, chief of MBS Washington news staff, and Francis Tully, Washington correspondent for the Yankee Network.

CP Turned Back

ATTRIBUTING its decision to competitive situation, Grass Valley-Nevada City Broadcasters Inc. fortnight ago turned in its CP for a new station (1230 kc, 250 w) at Grass Valley, Calif. Horace Thomas, president, who also owns KMYC Maryville, noted in letter to FCC that the grant had been issued for another station in Grass Valley (pop. 5,701 in 1940), said his company didn't think that market could support two stations.

CJKL Kirkland Lake, Ont., expects to have new 250-w FM transmitter in operation for Christmas, according to Tom Watson, chief engineer. Tower for FM transmitter has been erected on Woolworth Bldg., in center of Kirkland Lake.

HAVE YOU HEARD THE ONE ABOUT THE 38 EAGER BEAVERS?

1. Once there were 38 beavers—(that's us)—eager as the dickens to start a Problem-Solving Service for overworked timebuyers and Hooper-minded advertisers.

We had the experience—46 years of it—on national networks, major stations and in 4-A ad agencies. *But no station.*

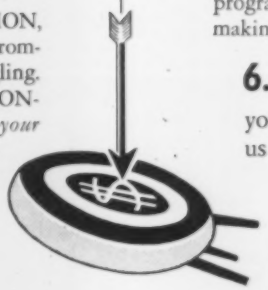
4. None of this hit-or-miss, take-it-or-leave-it stuff. WVET is staffed and equipped to give you Complete Advertising and Merchandising Service-of-the-Air—from trouble-shooting and testing shows to giving you expert, on-the-spot help with local distribution problems.

2. Doleful Donalds and Pooh-Poohers said we couldn't do it; they said we couldn't even get *in* the fight for Rochester's new 5000 watt station. BUT WE DID. And won. In just 18 months, from start to finish. And now we're out to win some major sales battles for YOU.

5. Still another big competitive advantage for you—WVET is the ONLY Rochester station with a New York office!

And it's right smack in the heart of the radio "empire": (1) to make sure we hear about new developments FIRST so we can pass them on to you while they *are new;* (2) to help WVET advertisers outscoop local competition! (3) to bring you the best in talent, programming and other dollar-making "pluses".

3. WVET's strategy: ACTION, not excuses. RESULTS, not promises. SERVICE, not boon-doggling. And by service, we mean PERSONALIZED service—based on *your* product, *your* problems and competition, *your* markets, *your* sales objectives!



6. So if it's plain old-fashioned get-up-and-go you want—and plenty of action—hurry and write us for full details on WVET—*Rochester's new live-wire, up-and-at-'em station!*

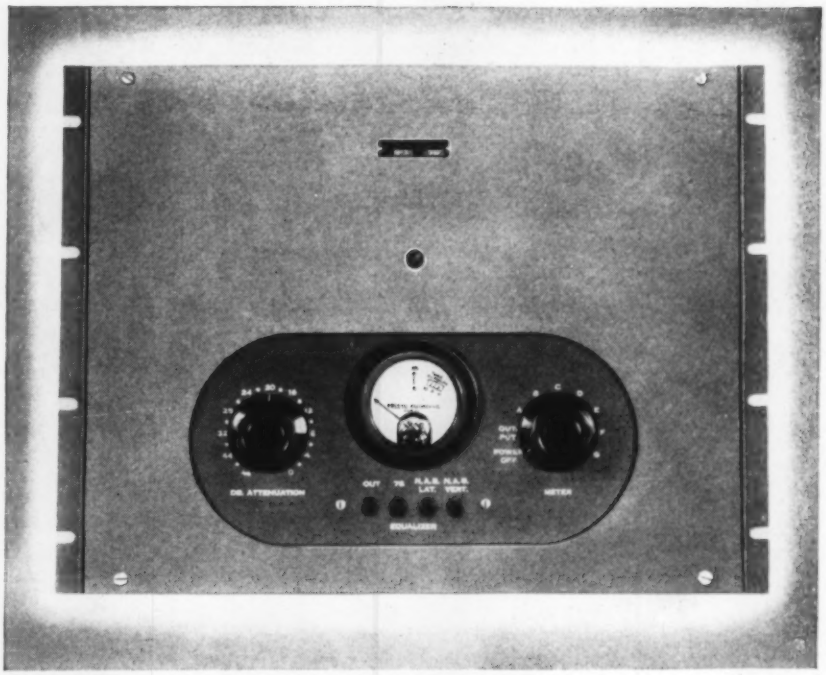
VETERANS BROADCASTING COMPANY, INC.
204 GRANITE BLDG., ROCHESTER 4, NEW YORK

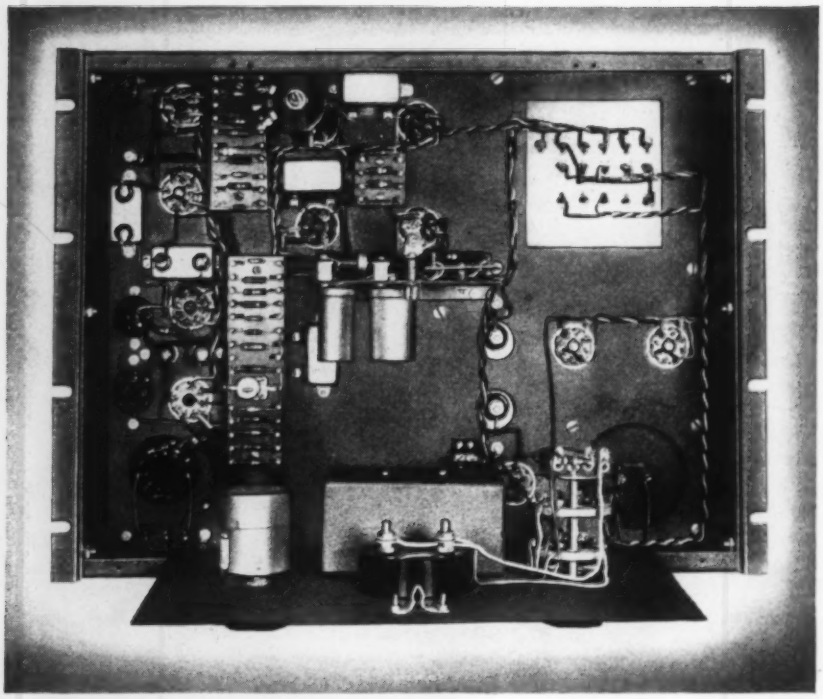
WVET

5000 WATTS **1280 ON YOUR DIAL**
(YOUR MUTUAL STATION)
NATIONALLY REPRESENTED BY WEED AND COMPANY

Presto Presents Something New in Recording Amplifiers...

The new Presto 92-A is a 50-watt amplifier designed specifically for recording work. It answers the need for an amplifier of exceptional quality and performance, and includes a number of outstanding features thoroughly proved in operation:





1 Selector switch and meter provide both output level indicator (not for "riding gain") and plate current readings for all tubes.

2 Chassis is vertically mounted. Removal of the front panel gives access to all circuits without removing amplifier from rack.

3 The output stage has four 807's in push-pull parallel with an unusual amount of feedback. This produces ample peak power with low distortion and an extremely low internal output impedance for best performance from magnetic cutting heads.

Push buttons select any of these recording characteristics: flat, 20-17,000 cps, 78 rpm, standard NAB lateral, NAB vertical — all within an accuracy of ±1 db. Distortion is only 1½% at full output.

PRESTO
RECORDING CORPORATION
242 WEST 55TH STREET, NEW YORK 19, N. Y.
Walter P. Downs, Ltd., in Canada

FREE! Presto will send you free of charge a complete bibliography and digest of all technical and engineering articles on disc recording published since 1921. Send us a post card today.

WORLD'S LARGEST MANUFACTURER OF INSTANTANEOUS SOUND RECORDING EQUIPMENT & DISCS

ANNUAL PHEASANT SHOOT held by WNAX Yankton, S. D., brought obviously good results this year. Hunters are (back row, l to r): Chris Mack, WNAX farm service director; T. O. Bancroft, Monroe, La.; Wilbur Enns, Continental Can Co., Cincinnati; R. R. Tincher, WNAX general manager; William Joyce, Katz Agency, Chicago; Don E. Inman, WNAX commercial manager; Maj. Gen. W. R. Crawford. Center row: Frank H. Leach, Yankton; Edward L. Gaylord, president of West Central Broadcasting Co.; P. A. Sugg, manager of WKY Oklahoma City; C. E. Hooper of C. E. Hooper Inc., New York; Ted Enns, Cowles Stations, New York. Front row: Charles Gurney, Yankton, and Smoky.

WSYR Syracuse Sold to Newhouse

Wilder 5-kw Outlet Purchased For $1,200,000 Price

SALE of WSYR Syracuse for $1,200,000 to S. I. Newhouse, New Jersey and New York newspaper publisher and principal owner of the *Syracuse Herald-Journal* and the *Syracuse Post-Standard*, was completed last week, pending FCC approval.

Under the terms of the agreement, Radio Projects Inc., headed by Mr. Newhouse and owned by himself and immediate family, acquires from the Central New York Broadcasting Corp., headed by Col. Harry C. Wilder, all 18,000 shares of outstanding common voting stock and all 300 shares of preferred non-voting stock. Of the 18,000 shares of common stock, 15,000 are now owned by Colonel Wilder; his wife, Isabelle H. Wilder, and his father, Mark S. Wilder. The remaining 3,000 shares are owned by 12 members of the WSYR staff.

Colonel Wilder, who has been president and general manager of WSYR since 1932, will continue in that capacity under the new operation, according to Mr. Newhouse. Stating that he realized the value of WSYR and WSYR-FM's continued operation under the direct supervision of Colonel Wilder, Mr. Newhouse said that his company would take up the colonel's current five-year contract with Central New York Broadcasting Corp.

Besides Colonel Wilder, the entire WSYR staff will continue unchanged. In addition, the purchaser plans to push FM and will enter the television field in the near future. Mr. Newhouse, his wife and two sons own the stock in Radio Projects Inc.

WSYR, a 5-kw basic NBC outlet operating on 570 kc, was a 250-watter when purchased by Colonel Wilder and his father in 1932. Within five years, it had 1 kw and in five more, it increased to its present 5 kw on 570 kc.

Colonel Wilder is also president of WTRY Troy and WELI New Haven, but they are not included in the present deal and are not up for sale, according to the colonel.

Before entering the radio field, Colonel Wilder's varied background included such positions as sales manager for wire, copper, rubber, utility and refrigeration companies; partner in an advertising agency, president of a light and power company and magazine publisher. During World War I, he saw action in four major offensives as an artillery officer.

Central New York Broadcasting Corp., was represented in the transaction by the Washington law firm of Dow, Lohnes and Albertson, while Radio Projects Inc. engaged Segal, Smith & Hennessy, also of Washington.

Economic System Topic For 2 AAAA Meetings

THE "Program for Better Understanding of Our Economic System" sponsored jointly by the Assn. of National Advertisers and the American Assn. of Advertising Agencies will be presented to AAAA members in New York and Chicago at regional meetings this month, it was announced last week.

The program was outlined to Pacific Council AAAA members at the Yosemite meeting three weeks ago. It will be reviewed at the AAAA's Eastern Annual Conference to be held Nov. 18 at the Waldorf-Astoria in New York, and at the Central Council Annual Meeting set for Nov. 21 at the Hotel Drake, Chicago.

WDBJ
COVERS NOT ONE...
BUT MANY MARKETS
Textiles
— a major industry in the "Mountain Empire"
The textile industry is an integral part of the diversified market served by WDBJ, the only station that adequately covers Roanoke and most of Southwest Virginia. In the area are situated a large plant of American Viscose Company, four plants of Burlington Mills, a large Celanese plant, and many "Independents" — providing steady employment for thousands. Here is a thriving market where textiles, farming, orcharding, railroading, and other businesses frame a picture of steady, year-round sales that are dependent on no single income group. Ask Free & Peters!
CBS • 5000 WATTS • 960 KC
Owned and Operated by the TIMES-WORLD CORPORATION
ROANOKE, VA.
WDBJ
FREE & PETERS, INC., National Representatives

LAST RIVET completing structural steel work on the *Dallas News'* new $3,000,000 home is driven by E. M. (Ted) Dealey, president of WFAA Dallas, which is owned by the newspaper.

UNITED HOSPITAL FUND has distributed recordings of six jingles to New York radio stations to be used during November, month of the hospital fund's 69th annual campaign.

WORL Files Notice of Appeal From FCC Decision Denying Its License Renewal

WORL Boston last week filed notice of appeal from FCC's decision denying it license renewal, and simultaneously asked the Commission to extend its present temporary license to permit operation until the appeal is decided [CLOSED CIRCUIT, Nov. 3].

FCC's customary procedure in such cases has been to grant extensions while litigation is in progress, although it had not acted on WORL's request late last week. Nor had it indicated that it intends to call off the hearing it previously ordered for Dec. 15 on the six pending applications for WORL's 950-kc, 1-kw daytime facilities [BROADCASTING, Oct. 27]. The station is currently on temporary license to Nov. 30.

The notice of appeal, filed in the Court of Appeals for the District of Columbia by John P. Southmayd of the Washington law firm of Fisher, Wayland, Duvall & Southmayd, contended FCC erred in 19 instances in reaching the conclusion that WORL owners wilfully concealed or misrepresented information and are not qualified to operate a station. A brief presenting the station's case in detail will be filed later.

WORL is owned by Harold A. Lafount, general manager of the Arde Bulova stations and a former Federal Radio Commissioner; and Sanford H. and George Cohen, New York attorneys. The decision to deny license renewal came on a 5-to-1 vote, Comr. E. K. Jett dissenting and Comr. Rosel H. Hyde not participating [BROADCASTING, Oct. 20].

NEW AUTHORIZATIONS FOR 17 FM OUTLETS

CONSTRUCTION permits in lieu of previous conditions were authorized fortnight ago by FCC for the following four Class A and 13 Class B FM stations, as reported in BROADCASTING, Nov. 3, but details of which have not been given. Power given is effective radiated power and antenna height is above average terrain.

The grants:

KFPW-FM Fort Smith, Ark.—Class B, 94.9 mc, Channel 235, 14 kw, 310 ft.
WKAT-FM Miami Beach, Fla.—Class B, 93.1 mc, Channel 226, 330 kw, 730 ft.
WNEX-FM Macon Ga.—Class B, 96.9 mc, Channel 245, 41 kw, 415 ft.
WGL-FM Ft. Wayne, Ind.—Class B, 105.3 mc, Channel 287, 18 kw, 530 ft.
WKIL Kankakee, Ill.—Class B, 100.7 mc, Channel 264, 73 kw, 275 ft.
WEFM Chicago—Class B, 99.5 mc, Channel 258, 30 kw, 560 ft.
WUNY Boston—Class B, 102.5 mc, Channel 273, 20 kw, 500 ft.
WHYN-FM Holyoke, Mass.—Class B, 93.1 mc, Channel 226, 3.2 kw, 985 ft.
WLAL Lakewood, Ohio—Class A, 104.9 mc, Channel 285, 580 w, 320 ft.
WFTM Tiffin, Ohio—Class A, 98.3 mc, Channel 252, 450 w, 120 ft.
WFRO Fremont, Ohio—Class A, 99.3 mc, Channel 257, 1.0 kw, 200 ft.
KPRA Portland, Ore.—Class B, 95.5 mc, Channel 238, 3.4 kw, 850 ft.
WEAN-FM Providence, R. I.—Class B, 94.1 mc, Channel 231, 16.5 kw, 545 ft.
WLIV Providence, R. I.—Class B, 107.7 mc, Channel 299, 20 kw, 495 ft.
KURV-FM Edinburg, Tex.—Class A, 104.9 mc, Channel 285, 1 kw, 225 ft.
KFYM San Antonio, Tex.—Class B, 101.5 mc, Channel 268, 335 kw, 520 ft.
WWVA-FM Wheeling, W. Va.—Class B, 98.7 mc, Channel 254, 15.3 kw, 555 ft.

Down But Not Out

AN OLD LEG INJURY put Bill Diehl, winner of the National Headliners Award for news coverage in 1945, in the hospital for a few weeks but it didn't prevent him from airing his Sunday night program *Inside Story* over WCLT (FM) Newark, Ohio. Mr. Diehl solved the problem by wire-recording the program in his hospital room. The station, owned by the *Newark Advocate*, for whom Mr. Diehl works as a feature writer and photographer, reports that the program has been as well received as when Mr. Diehl was able to broadcast it from the WCLT studios. Show is sponsored by Phalen and Cunningham Co., Newark Chevrolet dealers.

Ford Sponsors Allen

ALTHOUGH the *Fred Allen Show* sponsorship shifts from Standard Brands Inc. to the Ford Dealers Assns., beginning Jan. 4, it will continue through May 5, 1949 under terms of Mr. Allen's contract with Standard Brands, the unexpired portion of which will be fulfilled by the Ford dealers, it was understood last week. At the end of that time, according to NBC, Standard Brands will have first option and the Ford dealers second on the 8:30-9 p.m. Sundays time slot in which the program is now heard.

The No. 1 Farm Station in the No. 1 Farm Market would like you to

MEET GLENN!

This is Glenn Harris, new KMA program manager.

Glenn comes to us with a wealth of experience in that friendly, personal type of programming that has made KMA a Midwest favorite. He knows farmers and farm listening habits.

Glenn handled many farm shows for KYSM, Mankato, Minn., KMBC, Kansas City, KDYL, Salt Lake City, and KSTP, Minneapolis. His outstanding farm programs, special news broadcasting, and live talent shows have won him a widespread reputation in radio circles.

It takes a man of Glenn's special talents to really sell to farmers. He can wrap up your selling message in sincere, down-to-earth programming that farmers listen to . . . with a loyalty backed by hard, cold cash.

Glenn Harris and KMA make an A-1 selling combination. Write KMA, or contact your nearest Avery-Knodel, Inc., office.

COMING! "Not One . . . But Three!"

Watch for it! KMA's new coverage and market data book, featuring not one . . . but three methods of studying the KMA coverage pattern; (1) BMB; (2) Telephone Coincidentals; and (3) Audience Commercial Mail. One of the most complete coverage and market studies ever produced by a radio station.

AMERICAN Broadcasting Co.

KMA

AVERY-KNODEL, INC. National Representative

960 KC SHENANDOAH, IOWA 5000 WATTS

It takes all kinds of people

...TO RUN A RADIO STATION

Caricature by BASIL WOLVERTON, originator of the spaghetti and meatball school of art and portrayer of Lena the Hyena

BOB HANCOCK

Promotion Director

One of the keystones of a radio station's relations with sponsors, advertising agencies and the public is the all-important post of promotion director. Coordination of station publicity and advertising, progress reports to agencies, watchdogging of many public service activities— all these fall within the jurisdiction of Bob Hancock. He is a graduate of the University of Oregon in journalism and advertising, and has directed many special promotion campaigns. European theater duty as a line infantry officer, and postwar special duty assignment with Special Services aided in preparing Bob for his present position at KGW. So—whether you're an agency timebuyer, account executive or a sponsor, Bob Hancock's your man. He's right there when it comes to increasing audience for your program on KGW.

Next:
RALPH GREER
Traffic Manager

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

KGW
PORTLAND, OREGON
AFFILIATED WITH NBC

HOW WELL DO YOU

KNOW YOUR MARKETS?

A TIMELY MARKET QUIZ FOR SALES-MINDED EXECUTIVES

How many cities of over 2,000 population are in the Memphis Market area?

1. Thirty-four?
2. Forty-four?
3. Fifty-four?
4. Sixty-four?

Answer:

This two-billion dollar market area embraces nine cities of over 10,000 population and 55 cities with 2,000 to 10,000 population, a total of sixty-four cities over 2,000 population! For twenty-three years, WMC has been the favorite of 684,460 families in this rich market.

WMC "the station *most* people listen to *most*"

MEMPHIS • 790 KC • 5000 WATTS DAY & NIGHT

Owned and Operated by
The COMMERCIAL APPEAL
National Representatives
The BRANHAM COMPANY

NBC AFFILIATE

When it's Memphis you want . . . . . .
It's WMC you need.

WMC-FM . . . The first FM broadcasting station in Memphis and the Mid-South

Radio Fort Wayne Wins Long Battle

Requests of 2 Rival Applicants Rejected in Indiana Case

DECISION in the strongly contested and multi-opinion contest for 250 w fulltime on 1450 kc at Fort Wayne, Ind., was issued last week by FCC to grant the application of Radio Fort Wayne Inc. The grantee had been favored last July by the Commission in its final decision which later was set aside for argument before the full Commission.

Last week's decision denied the mutually exclusive requests of Homer Rodeheaver and Community Broadcasting Corp. The Commission preferred Radio Fort Wayne, according to the report, because of full participation in operation and management by local resident owners.

In its original proposed decision FCC proposed to grant Community Broadcasting and to deny Radio Fort Wayne and Mr. Rodeheaver. The final decision switched the grant to Radio Fort Wayne and this action resulted in a petition for rehearing by Community on grounds that the decision was not made by a majority of the Commission present at the oral argument.

Subsequent Order

Subsequently the Commission issued an order setting aside the final grant to Radio Fort Wayne and designated the proposed decision and exceptions thereto for oral reargument before the Commission *en banc*. This reargument, plus memorandum filed by Community and a relative answer by Radio Fort Wayne, were basis for the FCC's consideration in the present decision.

Evangelistic song leader and publisher and interested in farming, a hotel and music school, Mr. Rodeheaver proposed to direct general policies of his station but would entrust the day-to-day management in a selected staff. He had named Walter F. Bennett, Chicago radio advertising agency man, as general manager.

Community Broadcasting is chiefly owned by ex-ABC Commentator Arthur S. Feldman and his wife, Rhoda M. Feldman. Mrs. Feldman formerly had been excutive secretary to BBC's New York program operations director. Fort Wayne attorney James M. Barrett Jr. is 10% owner. The Feldmans proposed to move to Fort Wayne.

The grantee, Radio Fort Wayne, is headed by Merlin H. Smith, former Washington Civil Service investigator as president. Firm also includes Charles A. Sprague, transmitter supervisor of WOWO Fort Wayne, vice president and Glenn R. Thayer, WOWO studio supervisor in charge of technical personnel and responsible for transmitter operation, secretary-treasurer. Each holds one-third interest.

NEW TELEVISION microwave relay used to bring programs originating in New York to the video audience of WRGB Schenectady is inspected by three FCC engineers, shown with W. J. Purcell, engineer of broadcast operations for General Electric (far l), part way up the 125-ft. tower at the Helderberg terminal of the relay system. The FCC visitors (l to r): Virgil Simpson, assistant to the chief engineer; Louis E. DeLaFleur, frequency allocation engineer; Curtis B. Plummer, chief, Television Broadcast Division.

Proceedings of Clear Channel Hearing Are Briefed for Oral Argument Jan. 19

INDUSTRY participants and FCC staff members went individually to work last week on one of the most voluminous records that FCC files have known: The record in the current clear-channel case. Their job: To fashion their respective briefs for oral argument.

When testimony was completed Oct. 31, there were 6,247 pages of testimony and 404 exhibits, many of which consisted of hundreds of pages each. There had been 40 days of hearings stretching from January 1946, and the participants had spent countless weeks in preparation from the time the issues were announced in February 1945. By comparison, the 1938 clear-channel hearing produced about one-third as many pages of testimony and about half the number of exhibits.

Briefs are due Jan. 5 and oral argument before the Commission *en banc* will start Jan. 19 [BROADCASTING, Nov. 3]. The Commission will issue a final rather than a proposed decision but, even so, admittedly will be pushed close to the May 1 deadline for filing final U.S. proposals for changes in NARBA, which depend upon the clear-channel case's disposition of channel and power questions.

There has been no ruling yet on the CBS petition for reconsideration of the decision to exclude FM data from the hearing; an affirmative answer presumably would reopen the record for further evidence, but observers felt the Commission would not retreat from its decision to stick to evidence on AM exclusively. Nor has there been a ruling on the request of Clear Channel Broadcasting Service asking that John H. DeWitt Jr., its engineering director and president of WSM Nashville, be permitted to present engineering phases of the CCBS oral argument.

IT'S NOT LONELY HERE ANYMORE

As the crow flies, it's only two miles to a neighbor. But over the mountain the distance is long. It was lonely here until I got my radio. Now WSM keeps me company—makes the entire world my next door neighbor.

That is not a direct quotation. But it is the essence of a great number of letters, mostly painfully written with pencil-stubs, from the back-country areas which are so completely dependent on WSM.

These isolated listeners are by no means the bulk of our five million audience. But they are always in the forefront of our program planning, because they are so completely dependent on WSM. •

HARRY STONE, GEN. MGR. • EDWARD PETRY & CO., NATL. REPRS.

W Air Castle of the South E
50,000 WATTS 650 KILOCYCLES NBC AFFILIATE CLEAR CHANNEL

WSM
NASHVILLE

WGST-FM Programs Start On 941 mc, Channel 231

WGST Atlanta's FM station, WGST-FM, started broadcasting Nov. 8, on 941 mc, channel 231. The present transmitter is located at Atlanta, but within a year WGST-FM will move to a location near Jasper, Ga., and will use an effective radiated power of 345 kw.

Operating schedule is from 3 p.m. to 9 p.m. On Saturdays, the station will broadcast all Georgia Tech football games. Most of the programs will be transcriptions, with a portion of the regular WGST programs broadcast in addition. Regents, Georgia School of Technology is licensee.

WNEW New York has announced that a total of 500 stations all over the country are now broadcasting its transcribed anti-prejudice jingles. "Little Songs on Big Subjects." WNEW estimates that 10,000 performances of the widely acclaimed "Little Songs" conceived and produced by the New York independent station are broadcast each week.

Film Forced Landing

TWO PHILCO distributors from South Africa, who were among passengers in the "Bermuda Sky Queen" when the trans-Atlantic airliner was forced to land in the ocean, took motion pictures of the landing and rescue.

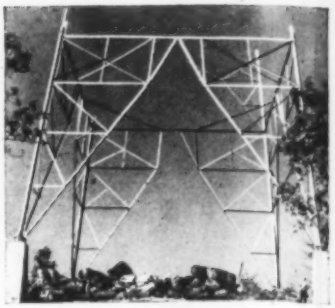
Taking the pictures were Ross Glenn, of Pretoria, and Patrick Lewis of Johannesburg. Their films gave Philco television station WPTZ a scoop in presenting first-hand accounts to the Philadelphia video audience. Both men came to this country to attend the recent Philco International Corp. convention in Atlantic City. While there Mr. Glenn was a guest on Don McNeill's *Breakfast Club* show by means of a Chicago-Atlantic City hook-up.

WMBM in Miami Beach On Air With 1 kw Power

WMBM Miami Beach, operating on 800 kc, with 1 kw power, went into operation Oct. 27. Licensee is Biscayne Broadcasting Co. Formal opening of the station will be held at a later date, on completion of the new, modern studios and transmitter building.

Staff of WMBM includes: T. C. McCullough, president and general manager; Calvert A. Carter, program director; Mary Lucille Carter, office manager; George Chamberlain, music director; John D. Miller, chief engineer; Thomas McGrath, engineer; Arnold Kaufman, announcer; Jean Johnson, continuity director; Bertha Kinney, bookkeeper and traffic manager; Bert Y. Johnson, Jay P. Charlton, salesmen; Nancy Axtell, receptionist and typist.

CKAC Montreal issued a silver medal marking its 25th anniversary, and distributed the medal widely in the broadcasting industry.



MOUNTING SKYWARD is WBT Charlotte's new FM antenna supporting structure. Located atop WBT-owned Spencer Mountain 12 miles southwest of Charlotte, structure will reach a height of 532 feet above the summit of the mountain and an overall height of 1,836 feet above sea level. Also under construction is permanent building to house 50-kw FM transmitter WBT eventually will use. Present FM operation is on 1-kw interim basis.

THE 5 NUNN STATIONS

believe in

YEAR-ROUND PROMOTION

KFDA
Amarillo, Tex.
(ABC) Howard P. Roberson, Mgr.

WBIR
Knoxville, Tenn.
(ABC) John P. Hart, Mgr.

WLAP
Lexington, Ky.
(ABC) J. E. Willis, Mgr.

WMOB
Mobile, Ala.
(ABC) D. H. Long, Mgr.

WCMI
Ashland, Ky.
Huntington, W. Va.
(CBS) C. C. Warren, Mgr.

• The Nunn Stations firmly believe that consistent promotion is a most necessary "ingredient" to successful broadcasting. They also regard the client's advertising schedule as not merely a current expense but a real investment. In making such an investment profitable promotion plays an important part. Newspapers, direct mail, trade journals, house organs, lobby displays, street signs, air announcements and other forms of promotion are used on a year-round basis by all five stations. When you use a Nunn Station you use a sales producer.

JOHN E. PEARSON CO.—representatives for KFDA, WBIR, WLAP and WCMI.
THE BRANHAM CO.—representatives for WMOB.

RESPONSE-ABILITY IS THE BUY-WORD

WFRL in Freeport Begins Operations on 1570 kc

WFRL Freeport, Ill., new 1 kw daytimer on 1570 kc, began operations Oct. 28. The station provides a primary AM signal to the Freeport-Stephenson County area. WFRL is an independent, licensed to Mr. and Mrs. Vincent S. Barker.

Mr. Barker is general manager. Staff includes: Bud Houghton, program manager; Dave Taylor, commercial manager; Dick Carroll, manager of copywriters department.

WCEC, WCEC-FM Start

WCEC and WCEC-FM, new stations at Rocky Mount, N. C., owned by Josh L. Horne Jr., publisher of the (Rocky Mount) *Evening Telegram*, began operations Nov. 2. WCEC is a 1-kw daytime outlet operating on 810 kc. WCEC-FM plans a six-hour daily schedule on Channel 264 (100.7 mc) with 33 kw power. Manager of the stations is Melvin J. Warner, formerly with *Evening Telegram* advertising department. Studios are at 115 N. Church St., Rocky Mount.

WBUZ (FM) Opens Soon

WBUZ (FM) Bradbury Heights, Md., scheduled to be on the air about Dec. 15, will operate on 96.7 mc, channel 244, with 1 kw. The station, with offices at 1510 Southern Ave., S. E., Bradbury Heights, is licensed to Chesapeake Broadcasting Co. Mary Myers has joined the staff as executive secretary, and Robert Dean is now a salesman.

HOAGY CARMICHAEL replaced Jean Sablon on CBS Sun. 5:30-5:45 p.m., effective Nov. 9. Mr. Sablon made last broadcast for Hudnut Face Powders on Nov. 2.

WHBF

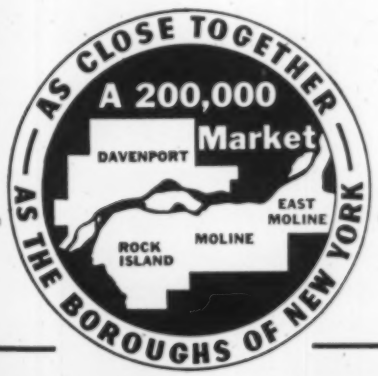
Ranks 1st in this area according to

HOOPER STATION LISTENING INDEX
SUMMER 1947

Mornings . . . Afternoons . . . Evenings WHBF is the No. 1 station in the Quad-Cities. In many periods, WHBF gathers more listeners in the Quad-Cities than all other stations combined!

HERE is your proved audience. HERE is proved leadership. HERE is your logical station for advertising, national and local, in the Quad-Cities.

For complete findings of the Hooper survey . . . contact WHBF or nearest Avery-Knodel office.



BASIC ABC for the QUAD-CITIES

1270 KC **WHBF** 5000 Watts Full Time

and WHBF-FM

Les Johnson, V.P. and Gen. Mgr.
Affiliate of Rock Island Argus

Avery-Knodel, INC.
RADIO STATION REPRESENTATIVE

You Reach
TWICE
the
Buying
Power
Every Hour
on
WMT!

Iowa's per capita wealth of $4,322 is almost twice as large as the per capita wealth of the rest of the U. S. A. It's a market with twice as much buying power for your product. And, Iowa incomes are almost evenly divided between rural and urban areas. Go after this ten billion dollar twin market on WMT—Eastern Iowa's only CBS outlet. Ask the Katz man for details.

WMT

CEDAR RAPIDS

The Station Built By Loyal Listenership . . . Now in its 25th Year!

BASIC COLUMBIA NETWORK

5000 WATTS 600 K. C. DAY AND NIGHT

NAB TO HOLD VOTE TO AMEND BY-LAWS

REFERENDUM vote will be taken soon by NAB on a proposal to amend the new By-Laws to remove a defect in procedure for election of district directors. The referendum was authorized by the board of directors at Atlantic City.

The vote will cover Section 2, Paragraph A of the By-Laws, which provides for election of district directors at district meetings. Because of the board's action moving annual conventions from autumn to spring, and district meetings from winter-spring to autumn, special district meetings would be required next year to elect directors.

Under the proposed amendment, district directors will have the option of calling special election meetings or holding referendum votes of stations in their areas. Directors for even-numbered districts are elected in even-numbered years; for odd-numbered districts in odd-numbered years.

Details of the referendum proposal have been submitted to the special By-Laws Subcommittee consisting of George D. Coleman, WGBI Scranton, Pa.; Wiley P. Harris, WJDX Jackson, Miss., and G. Richard Shafto, WIS Columbia, S. C. The revised language was drawn up by C. E. Arney Jr., NAB secretary-treasurer.

RADAR AIDS TV

DuMont Uses Radar Antenna In Remote Telecast

ONE PROBLEM of remote television pick-ups from moving objects was solved by WABD New York, DuMont video station, in a telecast late last month from the destroyer, *U.S.S. Beatty*, 14 miles at sea. The *Beatty* was escorting the Army transport ship, *Joseph V. Connelly*, returning 6,200 dead from World War II to this country.

DuMont video crew installed two image orthicon cameras, a transmitter and a directional antenna aboard the destroyer, beaming the signals to a receiver in the Chrysler Bldg., New York. From there they were microwaved to WABD for rebroadcast and transmitted by coaxial cable to WTTG, DuMont video station in Washington.

To solve the major problem, that of keeping the antenna pointed directly at the receiver in the Chrysler Bldg. at all times, the DuMont crew, with the cooperation of the destroyer's personnel, hooked up its transmitter to the ship's radar antenna which was equipped with an automatic tracking device. Although the ship frequently changed course and pitched and rolled, the video beam at no time deviated more than five degrees from its target, according to Lawrence Phillips, director of DuMont television network.

Jack Murphy, WABD director of mobile operations, directed the remote unit.

Hartley Threatens Tougher Labor Law

Plans Congressional Move Aimed At AFM If Record Ban Sticks

A WARNING has been issued by Rep. Fred A. Hartley (R-N.J.), co-author of the Taft-Hartley labor law, that he intends to put teeth into his bill if AFM President James C. Petrillo carries out his scheduled Dec. 31 ban against records and transcriptions. It would be done, he said, by re-introducing at the next regular session of Congress Title III of the original bill, which would make labor unions responsible for conspiracies in restraint of trade.

Mr. Hartley

Action to Curb Petrillo

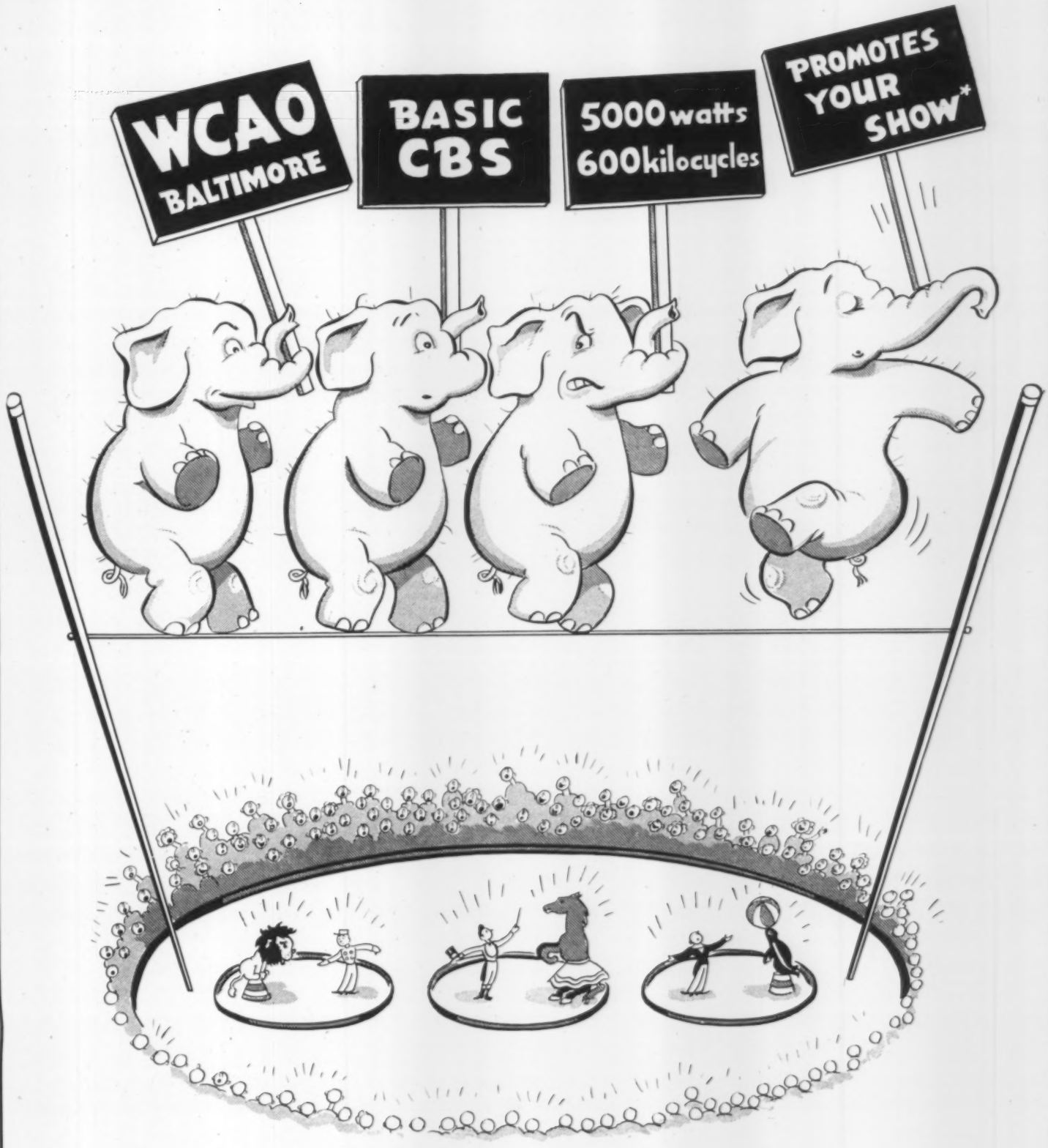
Speaking before the Super Market Institute in Chicago last week, Representative Hartley said that the action he proposes may be necessary to curb the AFM president's activities, which he described as a deliberate attempt to wreck an industry and deprive the American people of a modern necessity. "If Petrillo goes through with his threat to stop recordings," he told the group, "I will re-introduce Title III as a separate bill."

The congressman pointed out that the Taft-Hartley bill was passed in the House by a three-to-one margin with Title III intact, but the section was taken out by a joint committee because it was felt that it would not obtain the necessary two-thirds majority in the Senate. In its original form, the bill would have applied the principles of the Clayton and Sherman anti-trust Act to labor monopolies. Representative Hartley added that he thought his proposal had "a pretty fair chance of going through if Petrillo goes through with his recording ban."

He revealed further that the House Labor Committee, of which he is chairman, would begin hearings in January on a proposed measure which would make it a federal offense to interfere with the right of a worker to go to his job. This, he said, specifically referred to mass picketing, which in itself would be a powerful weapon in the hands of Mr. Petrillo should AFM members attempt to break away from the union under the no-recording ban.

First witness scheduled for the January hearings is Cecil B. DeMille, Hollywood producer, who was suspended from AFRA for refusing to pay a $1 union assessment.

NBC Hollywood has arranged exclusive tieup with community's Chamber of Commerce for broadcast of Santa Claus Lane Parade, Nov. 26.



"Always giving something extra!"

*Just ask your
Raymer representative

A BALANCED MARKET

BEAUMONT TEXAS
KFDM
560 KC. 1000 WATTS

PERMANENT DIVERSIFIED INDUSTRIES make KFDM's market a WELL BALANCED MARKET . . . covering THREE important Gulf Coast Cities . . . Beaumont, Port Arthur, and Orange! KFDM penetrates these THREE KEY CITIES!

REPRESENTED BY
FREE & PETERS, INC.
AFFILIATED WITH
AMERICAN BROADCASTING CO., INC.

Text

(*Continued from page 15*)

terference from the new stations.

B. In new single-station radio communities.

The 403 new stations which are going into the communities where they will be the sole stations will face competition from existing local advertising media (newspaper and other forms), and from media located outside the communities (metropolitan newspapers, other broadcast stations) which may have served the local advertisers well or poorly in the past. The new stations will encounter least financial difficulty in areas where there has in the past been little competition for the local advertisers' money. Moreover, the new local stations will enter the field with certain competitive advantages of cost and coverage. The steady decline in the number of small-town newspapers during the past 20 years has in many areas removed the new station's keenest competition. Moreover, the limitation of the new station's coverage to approximately the area of the local advertiser's market gives it an advantage (assuming a competitive rate structure and adequate management) over the metropolitan paper or the distant broadcast station. The effect of newspaper competition in areas where there are local newspapers, moreover, may be mitigated in those cases where the newspaper and new station are commonly owned.

In the competition for national advertising revenue—both network and spot—the new stations, as latecomers, may suffer disadvantages as against the older and larger stations in nearby communities. To the extent that they are able to secure network contracts, their financial prospects will be improved.

Overall, these new stations are in a rather favorable competitive position. Their economic prospects, thus, are primarily dependent on two other major factors: (1) the extent to which they are able to attract and hold new listeners in their area, thus enhancing its attractiveness to both local and national advertisers, and more fundamentally, (2) on the maintenance or increase of economic activity and consumer purchasing power in their areas. Being in small communities, these stations are typically dependent on the purchasing power derived from a single industry, for example, agriculture, a mine, or a textile mill. Presently these areas and industries are riding the crest of the postwar boom. If they should return to anything like their prewar status, their new stations may run into financial difficulties.

For example, in 1940, 37 percent of the stations in communities of less than 10,000 population were reported as operating at losses, and for stations in communities of 10,000 to 25,000 population, 32 percent reported losses. If these proportions were applied to the 395 new stations in single station communities of the same population size, 143 of them would lose money. This, in effect, would be on the assumption that the economy returned to 1940 levels of business activity. However, even if the experience of 1945 is applied to the new single station communities, it appears that losses

(*Continued on page 42*)

Table 16

Summary of "Problem Areas": The maximum number of VJ-Day stations in any community in each population group[1] and the number of expanded and new radio communities which may have more than the maximum as a result of the postwar expansion, showing the total number of stations included in such communities segregated by the number in existence on VJ-Day and the number which will be added.

Population groups	Maximum number of VJ-Day stations in any community	Number of communities which may have more than VJ-Day maximum number of stations — "Expanded" Radio communities	"New" Radio communities	Total number of communities	Total number of stations in "Problem" communities — In "Expanded" Radio Communities — Stations in operation on VJ-Day	New stations	In "New" Radio Communities — New stations	Total stations
Under 25,000	1[2]	77	90	167	77	113	194	384
25,000– 50,000	2	45	2	47	58	105	6	169
50,000–100,000	3	19	..	19	39	54	..	93
100,000–250,000	4[3]	33	..	33	91	110	..	201
250,000–500,000	7	12	..	12	50	65	..	115
500,000–1,000,000	7	9	..	9	44	57	..	101
Over 1,000,000	..[4]	..	..	..	..	..	..	..
Total	..	195	92	287	359	504	200	1,063

[1] Census of population, 1940. All communities of 50,000 or more are metropolitan districts. Communities of less than 50,000 are independent cities outside metropolitan districts.

[2] There were only three communities out of a total of 317 in this population group which on VJ-Day had two stations.

[3] There was only one community out of a total of 58 in this population group which on VJ-Day had five stations.

[4] With respect to the 11 metropolitan districts over 1,000,000 population, the application of the VJ-Day pattern is impracticable in view of the wide range in the number of stations in cities of this size on VJ-Day. For example, one metropolitan district had only four stations, two had seven stations, two had nine stations, while others has as many as twenty-three stations.

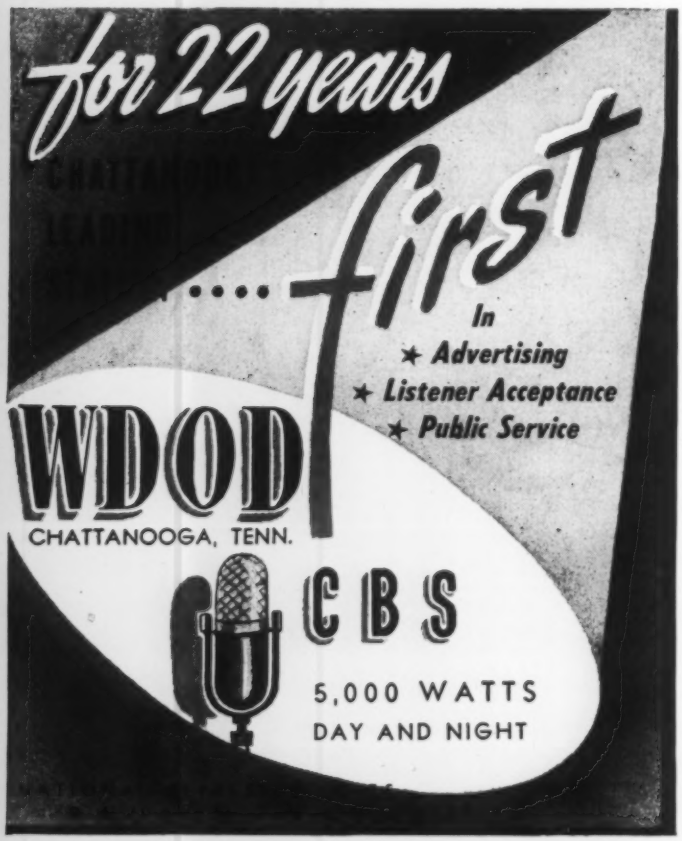


Table 17

Aggregate station revenues in 1945 and additional future revenues which may be required as a result of postwar grants and applications, within specified population groups.[1]

Population groups	Number of radio communities — Oct. 8, 1945 (1)	Feb. 7, 1947[1] (2)	Number of AM stations — Oct. 8, 1945 (3)	Feb. 7, 1947[1] (4)	Aggregate station revenues in 1945[2] (000) (5)	Additional future[3] revenues required (000) (6)	Percent increase over 1945 (6) ÷ (5) (7)	Aggregate future revenues (000) (5) plus (6) (8)
Less than 5,000	27	188	27	201	$ 1,098	$ 6,397	582.6	$ 7,495
5,000–10,000	86	290	87	346	4,849	11,817	243.7	16,666
10,000–25,000	204	324	206	475	14,610	15,577	106.6	30,187
25,000–50,000	109	121	125	278	15,558	13,700	88.1	29,258
Total under 50,000	426	923	445	1,300	$ 36,115	$ 47,491	133.0	$ 83,606
50,000–100,000	32	32	55	124	10,189	8,516	83.6	18,705
100,000–250,000	58	58	135	285	36,053	21,042	58.4	57,095
250,000–500,000	28	28	103	200	38,351	15,419	40.2	53,770
Over 500,000	22	22	171	341	111,831	38,052	34.0	149,883
Total over 50,000	140	140	464	950	$196,424	$ 83,029	42.3	$279,453
U. S. Total	566	1,063	909	2,250	$232,539	$130,520[4]	56.1	$363,059

[1] (Editor's Note: For the purposes of this survey, FCC used the number of applications pending on Feb. 7, 1947, as an index of the total AM stations by 1948.)

[2] Differs slightly from published station revenues in 1945 because of the inclusion of network key station revenues as well as adjustments made for stations authorized but not operating as of October 8, 1945. This column was actually derived by multiplying the number of authorized stations in each class and population group by the average 1945 revenues for that group.

[3] Based on the assumption that new stations will have the same expenses as the average of expenses incurred by existing stations of the same class and population group in 1945.

[4] This figure includes approximately $5,000,000 in additional revenues required by established stations which received increases in power since October 8, 1945.

new 1947
MICHELSON
porto-playback

FOR 16 INCH TRANSCRIPTION RECORDS

IMMEDIATE DELIVERY

Brand New · Improved · Prompt Delivery From Stock

Here's Charles Michelson's 1947 version of the famous PORTO-PLAYBACK, for playing 16" transcription records at 33⅓ r.p.m. and phonograph records... an entirely new conception of compactness, flexibility, tonal quality and ease of operation.

It has everything from good looks to the new permanent sapphire stylus and 16" transcription arm. Guaranteed to meet the exacting requirements of radio stations, advertising agencies, transcription companies and schools.

TO TELL AND SELL YOUR SALES STORY BETTER, ORDER YOUR PORTO-PLAYBACK NOW

specifications and features

WEIGHT: 26 pounds complete.

CASE: Sturdy, lightweight, attractive maroon luggage, finished in fine grain water-repellent fabric. All brass fittings rustproof.

SIZE: 20" long, 12" high and 8½" wide.

SPEAKER: Latest design 6½ inch permanent magnet speaker with special oversized magnetic field.

AMPLIFIER: Powerful 4 tube matched amplifier.

PICK-UP: Latest type 16 inch transcription arm crystal pick-up with permanent sapphire stylus.

MOTOR: Dual speed, alternating AC current, 33⅓ and 78 r.p.m., with improved heavy duty motor sealed in oil.

CONTROLS: Separate tone, equalizer, and volume controls.

PRICE: $125. Net F. O. B. New York.

GENNETT AND SPEEDY-Q SOUND EFFECT RECORD LIBRARY
TRANSCRIBED PROGRAMS

CHARLES MICHELSON, inc.

PIONEERS IN RADIO TRANSCRIPTIONS SINCE 1934

67 West 44th St., New York 18 **Phone: MUrray Hill 2-3376**

SELL
1 OUT OF 4
CITY FOLKS IN THE
SOUTH'S No. 1 STATE
All WITHIN OUR
PRIMARY + AREA

• WINSTON-SALEM
• GREENSBORO
• HIGH POINT
2.5 MV/M
MEASURED
SIGNAL

210,200 PERSONS
$179.469.000 in Retail Sales
$283.685.000 in Buying Income

We Lead Day and Night
in This Big Tri-City Market

Write for our
BMB DATA FOLDER

WSJS
AM WINSTON-SALEM FM
THE JOURNAL-SENTINEL STATIONS

NBC
AFFILIATE
National Representative
HEADLEY-REED COMPANY

Text

(Continued from page 40)

would be expected for 54 of the 395 stations.

C. In new multi-station radio communities.

New stations going into the 97 other new radio communities where they will be in competition with one, two or three other new stations will face competition with these stations in addition to that described for new single station communities in the preceding paragraph. The competitive position of each of these stations will be affected by its success or failure in obtaining a network contract, in developing a loyal listening audience, and in countering advertiser resistance arising from the fractionating of the relatively small radio audience. These new multi-station communities, like the single station communities, are small and heavily dependent on the prosperity of single industries, according to the 1940 Census data; it is difficult to see how these communities can be expected to support two, three, or four stations, unless their size has expanded greatly since 1940, and they have acquired a diversified economic base. It is apparent that they may be highly vulnerable in the event of a recession or depression.

D. Expanded radio communities.

The 734 new stations entering the 290 expanded radio communities which already had 624 stations as of VJ-Day will face the sharpest competition from other stations and other advertising media. The established stations may already have the only network affiliation that is available in these communities; they may have advantageous power and frequency assignments; and they presumably have developed listening audiences habituated to their programs. While the established stations may not have exhausted the advertising potential, they may well have skimmed the cream. In addition to facing competition from the established stations, however, the new stations may sharply affect the generally lucrative position of these established stations.

The competition resulting from the postwar expansion will operate in a number of ways in these expanded communities. Many of its effects will also be felt, if less sharply, in the unexpanded and new radio communities. The following section discusses as to certain of the tendencies which may be expected to apply to a greater or lesser degree in all radio communities.

SECTION 2

General competitive factors affecting the economic outlook for broadcasting

These factors are presented separately below as between (A) those favorable to the expanded AM industry, and (B) those unfavorable.

A. General factors favorable to the expanded broadcast industry.

1. The extent to which, during the next few years, business levels, as measured by the magnitude of disposable income, are maintained at or near present levels.

2. With the return to a free market in consumers' goods and increased consumer resistance, overall advertising volume will tend to increase in relation to disposable income.

3. A tendency to increase the size of the radio audience. Factors promoting this expansion are as follows:

(a) Increased number of stations. The 403 AM stations, previously referred to as going into "new" radio communities may be particularly important in this connection to the extent that they provide signals or programs attractive to present non-listeners.

(b) The sale of new sets, the increased number of sets per home, and the wider utilization of sets in automobiles, trains, and commercial places.

(c) The development of programming designed to appeal to groups which now may listen only occasionally or not at all to radio, such as foreign language groups, classic-music lovers, etc. This may take the form of both differentiation as to program content at hours of peak listening, and better utilization of off-peak listening hours.

4. Factors favoring radio in competition with other advertising media:

(a) A wide popularization of the advantages of radio advertising during the last few years.

(b) The continued shortages of newsprint limiting the extent to which newspapers can expand in the immediate future.

(c) The large amount of radio time

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Table 18

Cost of Construction of new Postwar Stations on the Air

Size of community and class and time of station	Average Cost of: Technical Equipment	Land	Buildings	All other expenses prior to going on the air	Average Total Construction Costs
Under 50,000 population					
Local unlimited	$14,500 (124)	$ 3,000 (82)	$11,500 (110)	$ 5,598 (118)	$34,107 (120)
Local part-time	15,400 (13)	7,000 (8)	15,500 (11)	4,837 (12)	40,127 (12)
Regional unlimited	52,730 (6)	16,900 (5)	13,500 (6)	14,06* (6)	91,011 (6)
Regional part-time	26,000 (32)	3,400 (22)	11,000 (28)	12,477 (30)	52,637 (30)
50,000 population and over					
Local unlimited	$20,600 (25)	$ 7,400 (16)	$14,000 (24)	$11,820 (27)	$50,178 (28)
Local part-time	19,000 (16)	7,200 (8)	17,500 (13)	13,300 (11)	55,178 (11)
Regional unlimited	48,000 (4)	6,200 (3)	15,500 (4)	65,000 (4)	133,000 (4)
Regional part-time	32,000 (32)	8,400 (22)	18,500 (30)	15,900 (29)	71,000 (28)

Note: Figures in parentheses indicate number of stations reporting item. Since varying numbers of stations reported the individual items, the "average total construction cost" is not the exact sum of the individual items.

WLAC BUILDS
...Creative Ideas That Sell!

for example:

Rollicking kids' quiz reaps listeners harvest

Each week a group of enthusiastic youngsters gather around the "mike" at Nashville's great children's welfare center, Youth, Inc. for a new quiz-stunt program . . . another WLAC first! Using a combination of 6 popular network quiz stunts, the show is fast-paced, laugh-packed for the kids and listening audience alike.

Phillips & Buttorff, one of Tennessee's oldest and finest mercantile establishments, was so well sold on the "idea" they purchased the program sight-unseen. After the first broadcast, they were overwhelmed with congratulations. They had bought a hit . . . another of WLAC's creative ideas that sell!

50,000 WATTS • CBS AFFILIATE • *Represented by the Paul H. Raymer Company*

WLAC
NASHVILLE

Text

(Continued from page 42)

available to the advertiser as a result of the increased number of stations.

(d) The lack of a local newspaper in many communities which, however, have a local radio station. In general, the number of local radio stations has been declining while the number of local radio stations has been expanding and no change in these trends is indicated.

(e) The advantages to national advertisers of the radio rate structure and the existence of nationwide and regional networks.

(f) The necessary availability of program material for local advertiser, as well as national advertiser, sponsorship through the growth of program material.

5. Increased competition among radio stations will force new and old stations to develop more intensively than in the past the local and national spot advertising market. The largest portion of radio advertising in the past has been national network advertising and it has been concentrated in a small number of industries and in a small number of advertisers. Stations in the smaller size communities, particularly, have to depend on local business for a high proportion of their revenues. This presents both a challenge and an opportunity to the expanded industry.

6. The high profit levels of established stations indicating they can sustain a certain amount of diversion to "new" stations. This tends to defer the time when "destructive" competition would set in.

B. General factors unfavorable to the expanded industry.

1. The possibility that a recession in the economy may set in at a time when the bulk of the new stations are in their early months of operation. During these months stations are most vulnerable to unfavorable factors.

2. The fractionating of the radio audience. This results partly from the addition of new stations which can be heard, and partly from engineering interference which limits the effective listening area to points closer to the transmitter than was previously the case. Fractionating the radio audience tends to reduce the value to the advertiser of the broadcaster's salable commodity: the number of listeners habituated to his station, expressed in relation to total radio families in the listening area. The effect of this factor will be greatest in the multi-station communities.

3. Tendency for advertisers (particularly national advertisers) to make more critical comparison of the cost and effectiveness of broadcast as contrasted with other media.

4. Sharper competition from other media. During the war and pre-war years, broadcasting was to a degree sheltered from competition from other media by various factors. The basis of this competitive advantage will tend to disappear. Newsprint will become more available to printed media, as has already been pointed out. Continued high-level business activity will have a greater influence on magazine and newspaper advertising than on broadcast. Lastly, newspapers, particularly, may develop more effective methods of selling space than the old methods which gave broadcasting a competitive advantage.

5. Burden of high station sale prices. The burden of servicing capital investment made in purchasing a station at a price which reflects current earnings derived from impermanent advantages may be serious for some stations. Such future obligations will introduce an element of inflexibility into the station's operations. As an element in making time rates, these inflexible obligations will tend to make rates non-competitive, or alternatively will result in reducing operating revenues below levels at which they would otherwise be. Whether this will be true for a particular station will depend on the timing of the liquidation of the capital obligation in relation to the duration of the competitive advantages which were the inducements for the purchase. For the management which does not pay off such capital obligations during the life of these inducements, other depressing tendencies will be magnified in their effects.

6. More time for sale. The more than doubled amount of radio time which may be placed in the time market may result in rate cutting with depressing effects, after a certain point, on revenues and income. The addition of this new time will tend to depress the time market, especially in the expanded radio communities. Rates will be subject to pressures which will tend to prevent increases and may cause decreases. As a result some of the time now sold, or offered for sale will be withdrawn from the market. Along with this withdrawal will go a redistribution of sold time as between stations. The equilibrium previously existing between rates, revenues, expenses and income will be disturbed by the greater supply of time on the market. In the testing and probing towards new equilibria, downward pressures will be exerted on rates, revenues and income.

7. The revenue-cost relationship. The tendency for station costs to rise as station revenues fall off and vice versa will be a generally unfavorable factor in the future. This factor will depend in its effect on the individual station upon the relative costs of the commercial and sustaining programs which are substituted. It will apply more sharply where live programming is used on both.

Table 20

Average revenue, expense and income per station month of operation, shown separately for profitable and losing stations in communities of less than 50,000 and 50,000 and over by class and time of operation.[1]

	Local Unlimited	Local Part-time	Regional Unlimited	Regional Part-time	All Classes of Stations
Communities of 50,000 and over					
Profitable stations					
Average Monthly Revenues	$9,745	$7,032	....	$10,027	$9,320
Average Monthly Expenses	7,921	6,320	....	8,239	7,718
Average Monthly Income	1,824	712	....	1,788	1,603
Losing Stations					
Average Monthly Revenue	6,584	4,016	9,773	5,878	5,962
Average Monthly Expenses	8,892	6,192	11,768	8,084	8,187
Average Monthly Income	(2,308)	(2,197)	(1,995)	(2,205)	(2,228)
All Stations					
Average Monthly Revenues	8,219	5,266	9,773	7,377	7,388
Average Monthly Expenses	8,390	6,245	11,768	8,140	7,988
Average Monthly Income	(171)	(991)	(1,995)	(763)	(602)
Communities of less than 50,000					
Profitable Stations					
Average Monthly Revenues	$4,772	$4,515	$10,791	$6,408	$5,139
Average Monthly Expenses	3,929	3,437	8,096	4,825	4,110
Average Monthly Income	849	1,096	2,722	1,583	1,034
Losing Stations					
Average Monthly Revenues	3,822	....	6,606	4,603	4,186
Average Monthly Expenses	4,932	....	8,321	5,994	5,390
Average Monthly Income	(1,104)	....	(1,714)	(1,392)	(1,197)
All Stations					
Average Monthly Revenues[2]	4,407	4,515	7,652	5,892	4,796
Average Monthly Expenses	4,314	3,437	8,258	5,169	4,574
Average Monthly Income	90	1,096	(605)	708	217
All Cities					
Profitable Stations					
Average Monthly Revenues	$5,699	$5,476	$10,791	$7,741	$6,167
Average Monthly Expenses	4,673	4,539	8,069	6,083	4,995
Average Monthly Income	1,031	949	2,722	1,659	1,174
Losing Stations					
Average Monthly Revenues	4,527	4,016	7,564	5,511	4,961
Average Monthly Expenses	5,943	6,192	9,363	7,483	6,610
Average Monthly Income	(1,407)	(2,197)	(1,799)	(1,971)	(1,643)
All Stations					
Average Monthly Revenues	5,224	4,965	8,173	6,683	5,637
Average Monthly Expenses	5,188	5,118	9,119	6,751	5,693
Average Monthly Income	34	(153)	(946)	(74)	(50)

( ) represents operating deficits.

[1] Since a small number of stations submitted income figures without the revenue and expense detail, there are a number of cases in which the table does not balance exactly.

[2] Station supplied Income only.

SHORTWAVE radio listeners in U. S. and Canada soon will be able to hear series of three broadcasts from Paris on two new beams, Paris-Sacramento and Paris-Fort Worth, which will replace old Paris-Detroit antenna, according to notice last week from New York office of French Broadcasting System. Programs will include newscasts, political and economic discussions and lighter material, in addition to quiz show between U. S. and France carried over from old program series.

CANTON, OHIO
CITY OF BUSY DIVERSIFIED INDUSTRIES — OHIO'S RICHEST RURAL REGION
NOW...
Canton Industries 170
Industrial Payroll $85,800,000
Employees 33,000
NOW...
Farm Cash Income $131,094,000
Farms 50,540
Owner Operated 43,086
BEST BALANCED MARKET IN THE UNITED STATES
5000 WATTS DAY AND NIGHT
whbc
BASIC MUTUAL Plus ABC Features • Basic ABC Full Schedule 3-1-48
REPRESENTED by Rambeau
CANTON, OHIO
The Best Balanced Market in the United States

It's One Year Old

YEP, PADNAH, BLEW INTO TOWN ABOUT A YEAR AGO. CALCULATE AS HOW LUBBOCK IS A RIGHT PERT BUSINESS PLACE, AN' I'VE GOT A HANKERIN' TO STAY A SPELL LONGER. WE'RE POWERFUL QUICK ON TH' TRIGGER, AN' READY TO SHOOT IT OUT AT TH' DROP OF A HAT ON ANY CIVIC OR COMMERCIAL CHORE.

TEST CAMPAIGNS INVITED . . . . . MUST BE DIFFICULT

- *COTTON*—LUBBOCK IS THE THIRD LARGEST INLAND COTTON MARKET IN THE NATION.
- *LIVESTOCK*—OVER 100,000 HEAD OF CATTLE, 200,000 SHEEP, AND 250,000 HOGS ARE FINISHED FOR MARKET ANNUALLY.
- *GRAIN SORGHUM*—THE LUBBOCK AREA PRODUCES MORE THAN ONE-FOURTH OF THE SORGHUM OF THE UNITED STATES.
- *OIL*—THE PERMIAN BASIN LOCATED IN THE LUBBOCK TRADE TERRITORY CONTAINS 5,000 PRODUCING OIL WELLS.

KSEL

950 KC. (KSEL can sell for you)

1000 DAY *500 NIGHT*

BOX 1524 LUBBOCK, TEXAS PHONE 6376

HERE IS THE LATEST WCKY STORY

LET'S LOOK AT THE RECORD.

WCKY increased its total share of audience during the summer of 1947 over 1946

18%

WCKY was the *Only* Cincinnati station *not carrying baseball* to substantially increase its audience in 1947 over 1946, and the *only* station not carrying baseball to increase its share of audience weekday mornings, afternoons and all evenings.

Here is the Hooper story, from May through September 1947:

	WCKY	NETWORK STA A	NETWORK STA B	NETWORK STA C	NETWORK STA D
Weekday Morning Mon thru Fri 8.00 AM-12 N	**19.2**	14.4	19.9	26.3	19.7
Weekday Afternoon Mon thru Fri 12 N-6 PM	**17.9**	24.9*	15.1	30.5	11.2
Evening Sun thru Sat 6.00 PM-10.30 PM	**14.8**	19.9*	20.9	31.6	12.3
Sunday Afternoon 12 N-6 PM	**11.0**	47.5*	11.3	18.5	11.3
Saturday Daytime 8 AM-6 PM	**18.6**	29.7*	20.6	19.3	10.6
Total Rated Time Periods	**16.5**	23.5*	18.3	28.3	12.9

(Note * include baseball broadcasts • Baseball ended Oct. 7th)

INVEST YOUR AD DOLLAR WCKY'S-LY

AND . . .

WCKY's total share of audience in September 1947 increased 25% over May, 1947.

THEREFORE . . .

This winter, WCKY will give you an *even greater* share of audience than last year when WCKY's share of audience, 8 AM-8 PM, Monday thru Friday, was exceeded by only one station (based on C. E. Hooper Fall-Winter 1946).

WCKY's independent block programs give you *far greater audience* during many periods of the broadcast day than do topnotch network features. Just look at the ratings of the WCKY Makebelieve Ballroom 3.30-4.30 PM Monday thru Friday*, versus Station D's recorded *network* disc jockey program at the same time.

	WCKY BALLROOM	STATION D
3.30 PM	3.8	2.2
3.45	4.0	1.8
4.00	4.7	2.1
4.15	4.3	1.6

(*—C. E. Hooper Summer 1947 Report)

WCKY RECEIVES THOUSANDS of LETTERS EVERY DAY FROM LISTENERS IN OUR PLUS COVERAGE AREA OF 36 STATES.

L. B. Wilson

WCKY

CINCINNATI

FIFTY THOUSAND WATTS OF SELLING POWER

Editorial

Double Jeopardy

IN THE days just ahead American radio faces two crises—one of their own making; the other thrust upon them. Code and Petrillo, respectively. Unless they are pursued wisely and tactfully, either can result in irreparable injury. As always, unity is the cornerstone.

The NAB board meets this week to pursue its announced intention of revising the code proposed in Atlantic City as circumstances seem to dictate, and of making it effective Feb. 1. Opposition to a code has snowballed. The opposition always is more vocal. There have been threats of withdrawal from NAB if a code under which "we cannot live" is invoked. Some want no code at all. The Atlass-Breen secret poll was loaded in that direction.

It should be evident that the majority of stations want a code. Isn't it just as likely that certain stations would be disposed to withdraw from NAB if a code *isn't* adopted?

Radio's freedom is threatened because Congress has not been convinced that radio has tried to help itself. Unless steps are taken, something like the White Bill will be radio's lot. Congress won't heed to lip service.

It's too late to talk about steamroller tactics at the NAB convention in November. We said then, and we repeat now that the NAB erred in not releasing the proposed code weeks in advance. But that's done. A new Congress meets in regular session in two months. Hearings on the White Bill were recessed. They *can* be resumed. Unless there is a code radio won't stand a chance of getting the kind of law it seeks. At the last session it was hopeless.

What to do about Petrillo? A 33-man committee representing all music users identified with radio has held its first meeting—a meeting called to devise plans to resist the music czar to the limit. There were understandable signs of jitters. Whole industries are at stake.

Petrillo has left no alternative. He has banned recording effective at the year's end. Everything points to just as arbitrary withdrawal of music from the networks as of Feb. 1. Petrillo obviously wants the users to come to him, so he can circumvent the Taft-Hartley and Lea acts. To do so would be to court trouble with the Government.

So the stakes are high. To break the united front on either code or Petrillo would spell eventual disaster. Radio has the capacity to cope with these problems. The will is there too. At no time has it been more essential that all in radio hold fast, and hold together.

Beware of the Label

VIGILANT radio commentators and newsmen have currently brought to public attention regulations proposed by the Security Advisory Board which might enable any federal agency to cover its operations or its mistakes under a "confidential" label. Reason given for the proposal was it would protect national security.

That responsible people should attempt to implement a plan which reeks so strongly of government censorship seems unthinkable. We are still recovering from a war crisis. We survived, partly because of the cooperation of radio and press in voluntary censorship plan.

Discovery of this proposal proves again that eternal vigilance is one price we must pay for our democratic fredom.

Chuck Myers

ANOTHER of radio's "first generation" figures slipped away the other day. Charles W. (Chuck) Myers, founder of KOIN Portland, Ore., and former president of the NAB, died of a heart condition at 66—less than two years after he had gone into what he chose to call semi-retirement. He had sold KOIN but had been importuned to remain on the station's board.

Chuck Myers was another of the small group of pioneers who forsook the newspaper field to enter radio as a new and more adventurous sphere of "audible journalism." He launched KOIN in 1925. He had his own notions about station operation. He was in the middle of all community activities—probably one of the first broadcasters to recognize the opportunity for public service that is peculiarly available to radio.

Chuck Myers became a mentor to many aspiring broadcasters. His was regarded as a model sort of operation. His verve and enthusiasm for anything he undertook kept him in the forefront of radio affairs. He served successively as director, second vice president, first vice president and president of the NAB in those turbulent formative years of 1933 through 1937.

There are others in radio who have given unselfishly of their time and strength in behalf of the art and the medium. Few of them, however, have surpassed Chuck Myers as to industry, wisdom and contribution to radio's welfare.

We believe we bespeak the view of all in radio who knew him when we express to his bereaved widow gratitude for his deeds in behalf of radio and radio's deep grief over his untimely passing.

Surrounded

WSAV Savannah, Ga., a respectable station, was distressed recently by the company to which it found one of its paid advertisements relegated by the Savannah *Morning News*, a journal also regarded as respectable—by journalistic standards.

WSAV had bought space to promote an NBC program, *The Great Gildersleeve*. To the right of the WSAV ad was a display on behalf of Four Roses, a whiskey. Immediately below it was an advertisement offering relief for flatulence. A medicine—"Inner-Aid"—was described by a grateful patient as having "worked so much gas from me that my stomach reduced four inches . . . Bowels have also been given a great cleansing."

Above the WSAV insertion was a message of hope for the rectally-troubled. "Ease Torture of Simple Piles," this cheering advice proclaimed in praise of a remedy called "Pazo." Pazo, it was said, "lubricates dry, hardened parts—helps prevent cracking and soreness." Other advertisements which promised cures for less irritating diseases appeared on the same page with the WSAV ad.

It is perhaps needless to remark that none of the copy surrounding the WSAV advertisement would be acceptable on any radio station of stature in the U. S.

The matter is reported here not to arouse alarm at the precariousness of health in Savannah, but to remind that segment of the American press which is betimes hyper-critical of radio that some of its own members indulge in advertising ethics which could stand a scrubbing. If radio advertising is open to criticism by newspapers on the grounds of taste, it seems newspaper advertising ought to be subject to inquiry on the same grounds.

Our Respects To—

ELTON KAISER HARTENBOWER

ELTON Kaiser Hartenbower is a mouthful; but it doesn't take long to say "Joe" . . . so Joe Hartenbower it is. That's a little ahead of our story, though, so let's jump back to a town in Illinois called Tonica, where Joe Hartenbower, now manager of KCMO Kansas City, first saw the light of day . . . and for five years drove his teachers crazy.

After Tonica, on to LaSalle, Ill., where in 1925 he was graduated from the LaSalle-Peru Township High School. Then it was the College of Commerce at the U. of Illinois. All work and no play make a dull boy, so for extra-curricular activity he joined in the publishing of the *Gas Meter Gazette*, a campus humor magazine. After two years he left the university and joined the Los Angeles County Forestry Service at Los Angeles Playground, Big Pines, Calif. There he policed and patrolled forest areas, and supervised camp activities. Came the spring of 1928, and he returned to the U. of Illinois for a taste of the Summer School session. That fall he became associated with Wilson and Co., Chicago meat packers.

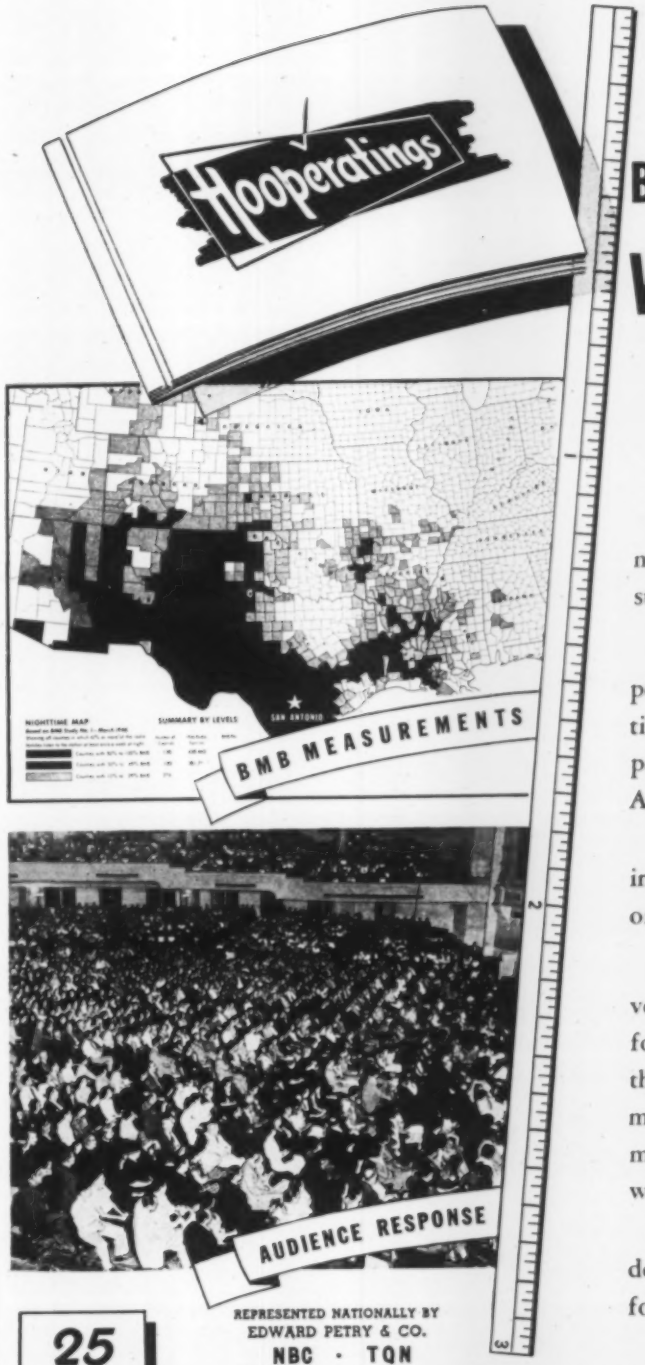
About a year later romance entered his life in the person of Dorothy B. Westwood of East St. Louis, Ill. She had been his university sweetheart, so it was no surprise to their friends when they were married in August 1929. A few months later, he joined H. K. McCann Co. (now McCann-Erickson) as assistant to G. Victor Lowrie—then media director. While in that position, he worked with magazine, newspaper and radio representatives on the placement of media schedules.

Then in '31, Wisconsin called and Mr. Hartenbower joined the Oconomowoc Canning Co., of Oconomowoc, Wis. For almost two years he worked on the merchandising of Teeny-Weeny Peas, and such brands as Miss Wisconsin and Land o' Lakes, as well as associated food merchandising.

But the old magic of advertising was still calling him, and in March 1933, he joined NBC Chicago, as assistant to Emmons Carlson, promotion manager, where he worked on and prepared promotional material for WMAQ and WENR. In addition, he handled preparation of promotional material for local and network programs offered for commercial sale; the *National Farm and Home Hour;* educational and school broadcasts; sports broadcasts; and the Fordney-Settle Balloon Ascension.

After approximately three years in this promotion work, he joined the sales staff of WMAQ and WENR. There he took an active

(*Continued on page 50*)



By any yardstick . . .

WOAI dominates the Southwest

Whether you use Hooper ratings, BMB measurements or public response as your "yardstick," WOAI is supreme in the Southwest.

Hooper ratings clearly indicate the high percentage of WOAI listeners. In 82% of daytime rated periods and 79% of nighttime rated periods, WOAI leads all other stations in San Antonio.

BMB measurements show tremendous reaching power. WOAI is listened to at night by 50% or more of the radio homes in 138 counties.

And, when WOAI celebrated its 25th Anniversary in September with a stage show, requests for seats reached the 5500 capacity with less than three days' announcements! The announcements were stopped immediately but over 5500 more requests poured in before the show, a week later.

Yes, by whatever "yardstick" you use, WOAI dominates the Southwest. See your Petry man for more details about WOAI's superiority.

REPRESENTED NATIONALLY BY
EDWARD PETRY & CO.
NBC · TQN

25 YEARS OF SERVICE 1922–1947

WOAI *San Antonio*

50,000 WATTS *Clear* **CHANNEL**

THE POWERFUL ADVERTISING INFLUENCE OF THE SOUTHWEST

Respects

(*Continued from page 48*)

part in the creation and sale of such local programs as the Chicago and North Western R. R. *Suburban Hour*, and the *Morris B. Sachs Amateur Hour*. Another accomplishment in this position was the development of a local test program—*Dan Harding's Wife*, for National Biscuit Company. This venture proved so successful, it was expanded to NBC network status, and at the same time, won for Joe Hartenbower a position in the network sales department. In 1940 he was selected as NBC's contact to handle broadcasts of the Democratic and Republican National Committees.

When NBC separated its Red and Blue Networks, he joined Ed Boroff and the Chicago Blue Network staff as account executive. In this position he was instrumental in the sale of *Breakfast Club* to Swift and Co.; and was also responsible for creation of the children's programs cycle—spearheaded by such favorites as *Jack Armstrong* and the *Lone Ranger*. Other shows on which he worked include: *Edgar A. Guest, Life of Riley, Adventures of Nero Wolfe, Auction Quiz, Hot Copy, John Freedom*, and *Musical Millwheel*.

On March 15, 1944, he was named ABC Central Division sales manager; and in October 1944, he resigned to become general manager of KCMO—basic ABC outlet for Greater Kansas City and Mid-America.

Since that time, Mid-America has taken to Joe Hartenbower and vice versa. For the past year he has been busy guiding KCMO to become a 50,000 watter . . . plus developing KCFM—KCMO's new FM station. In spite of these tasks, he has still had time to make a lot of friends. He is a member of the Minneapolis Club, Radio Executives Club of New York, Merchants and Manufacturers Club of Chicago, Kansas City Chamber of Commerce, Cosmopolitan Club, Allied Food Club, Advertising and Sales Executives Club, The University Club, and Indian Hills Country Club. Probably best of all he likes to fish . . . especially when they're biting. But next in line he likes golf and the handicrafts. However, there hasn't been much time for hobbies with greater problems at hand. Some of these have been solved with KCMO going to 50 kw day and 10 kw night . . . and others will be solved with the advent of KCFM. Joe Hartenbower is proud of the staff he has built since going to KCMO, and rather than take credit for KCMO's progress himself, he maintains the greater share should go to his entire organization.

WSGN's aggressive promotion helps put your product in the market now. But better still, it attracts listeners *and buyers* for the future. In promotion, publicity, programs and service, WSGN is Alabama's leading station!

ALABAMA'S BEST *BUY* FAR!

WSGN

WSGN-FM

THE NEWS-AGE-HERALD STATIONS

Birmingham 2, Alabama — Headley-Reed, National Reps.

AT CEREMONY in Washington, D. C., Elroy J. McCaw (r.), Northwest broadcaster, was awarded the Order of the British Empire for his wartime communications activity in the Navy. Presenting award is Lord Inverchapel, British Ambassador.

Coy in Boonville

WAYNE COY, radio director of the *Washington Post* stations, WINX and WINX-FM, whose appointment as chairman of the FCC next January is widely predicted, left Washington last Tuesday for Boonville, Ind., to attend the funeral of his father-in-law, J. Frank Cady. Mrs. Coy has been in Boonville several weeks at the bedside of her ailing father.

Hull Heads NAEB

NATIONAL Assn. of Educational Broadcasters, at recent School Broadcast Conference in Chicago, elected Richard B. Hull, of WOI at Iowa State College, Ames, as president. Other officers for the forthcoming year are: John W. Dunn, director of WNAD, U. of Oklahoma, vice president; W. I. Griffith, Iowa State College, treasurer, and Morris Novik, formerly with WNYC New York, executive secretary. In addition, the NAEB chose six directors for 1948.

Flannery Leaving CBS

CHARLES COLLINGWOOD, CBS news analyst, takes over Nov. 17 in Hollywood from Harry Flannery, who leaves network after 12 years. Change of sponsors also has been announced. Household Finance Corp. effective Nov. 4 replaced Planters Nut and Chocolate Co., as sponsor of Tues.-Thurs.-Sat. periods (5:30-5:45 p.m. EST) for 52 weeks, on nine CBS western stations. Agency is Shaw-LeVally, Chicago. Bekins Van & Storage Co., Los Angeles, continues sponsorship of Mon.-Wed.-Fri. newscasts.

Features for Dad

FEATURING special evening programs to interest the man of the family, CFRB Toronto illustrates its daily newspaper advertisement with a picture of the man of the house in his comfortable armchair and a sign "Do Not Disturb—Dad." Underneath, copy lists early evening listening for the man of the house.

MANAGEMENT

CLYDE C. SELLERS, former commercial manager of WMGY Montgomery, Ala., has been appointed manager of WCOV Montgomery. Mr. Sellers previous was chief of Alabama State Highway Patrol.

HERBERT MICHAEL has been named station manager of WTTH and WTTH-FM, new stations under construction at Port Huron, Mich. Mr. Michael will continue to handle the program department until stations are on the air, at which time a new program director will be named.

VINCENT POTE, WMCA New York traffic manager, has been named assistant general manager of the station.

G. MARRORY FREEMAN has resigned as assistant manager of WRNL Richmond, to become vice president in charge of advertising for the A. H. Robins Co., Richmond. His resignation will be effective Jan. 1.

G. A. RICHARDS, president of KMPC, WGAR and WJR, is in Detroit for two weeks inspecting progress of remodeling of studios and offices of WJR.

WILT GUNZENDORFER, general manager of KROW Oakland, Calif., has been appointed a member of the Legislative Committee of the NAB.

J. B. CONLEY, general manager of Westinghouse Radio Stations Inc., will address Philadelphia Junior Chamber of Commerce Nov. 20 on "Broadcasting Looks Ahead."

HARRY WISMER, sports announcer and assistant to the president of WJR Detroit, **G. A. RICHARDS,** has been awarded the Sporting News Award as the nation's outstanding sports commentator for the fifth consecutive year.

JOHN W. ELWOOD, general manager, KPO San Francisco, has been elected to serve as member of board of directors of San Francisco Chamber of Commerce.

GEORGE HATCH, president of KALL Salt Lake City, and Intermountain network, and **LYNN L. MEYER,** general sales manager of KALL, attended the Don Lee Network executives' meeting in Los Angeles Nov. 3, 4 and 5. At conclusion of the sessions Mr. Hatch flew from Los Angeles to Honolulu to confer with KULA executives.

GEORGE CHANDLER, owner-manager of CJOR Vancouver, was elected president of newly-formed British-Columbia Assn. of Broadcasters [BROADCASTING, Oct. 27]. Association is division of Western Assn. of Broadcasters, and will handle problems particularly affecting British Columbia Pacific coast stations. **J. W. B. BROWNE,** owner of CKOV Kelowna, and CKOK Penticton, was elected vice president, and **JACK PILLING,** manager of CHWK Chilliwack, was elected a director.

ILLUSTRATED pocket-sized monthly magazine devoted to the "mature woman" will be edited by Tom Breneman, m.c. on "Breakfast In Hollywood," and launched early in December. Under temporary title of "Tom Breneman's Magazine," monthly will be published by Farrell Radio Magazines Inc., New York.

REACHING NEW HEIGHTS IN IDAHO

KSEI

POCATELLO • IDAHO

while the kids are at School

IT'S THAT MAGICAL PERIOD in the morning, 9:30. The kids are at school: the breadwinner at work. At that rich moment, NERN greets Mrs. New England Housewife Monday through Friday with a new half hour musical program, "Theatre of Melody", conducted by Robert E. Smith.

Bob uses his own library of 11,000 records of great show tunes by famous Broadway, Hollywood and European composers. He knows music, having been an entertainer, recording producer and talent manager. He draws upon this varied experience and his wide friendships among composers and performers to space his program with anecdote-filled comments.

FOR THE FIRST TIME NERN OFFERS PARTICIPATING SPONSORSHIP WITH "THEATRE OF MELODY"

"Theatre of Melody" is another NERN feature that enables you to cover the entire New England market economically. You can give New England Housewives your sales message at the very moment she is planning the day's shopping. Program is tailored for five 50-second announcements.

ONLY $140 PER PARTICIPATION

less usual discount and agency commission

NERN STATIONS

	Frequency	Watts	
WBZ	1030	50,000	Boston, Mass.
WCSH	970	5,000	Portland, Maine
WJAR	920	5,000	Providence, R. I.
WLBZ	620	5,000	Bangor, Maine
WRDO	1400	250	Augusta, Maine
WTIC	1080	50,000	Hartford, Conn.

These stations are NBC affiliates and carry the nation's popular top-ranking shows.

These stations represent over twice the power of any other combination in the area.

'WHEN YOU BUY NERN YOU BUY A NETWORK'

nern

New England Regional Network, Hartford, Conn.

NERN COVERAGE

New England—where 97.4% of the population listens regularly to NERN.

New England — where 8% of the nation's retailed goods are consumed annually.

New England — where 11% of the capital resources of U. S. banks are held.

NERN TIME

A day-time quarter-hour costs only $308. No line charges. Free studio facilities in Boston, Hartford or New York.

Nationally represented by WEED & COMPANY

New York • Boston • Chicago • Atlanta
Detroit • San Francisco • Hollywood

At the Dog Show

Means:

"Top Honors"

But IN DALLAS —FORT WORTH

It's 1 STATION WFAA

2 FREQUENCIES 820 - 570

3 NETWORKS NBC - ABC and Texas Quality

• It's as easy as 1-2-3 to SELL the DALLAS-FORT WORTH MARKET with

WFAA

radio service of the Dallas Morning News

Represented Nationally by

EDWARD PETRY & CO., INC.

GIFT from the Cincinnati Advertisers' Club is presented to Frank E. Pellegrin (second from r), NAB director of Broadcast Advertising, following talk he made before the club. Making the presentation is club's president, Al Morse, of the Goodall Co. Lending moral support are Morton Waters (l), of WCPO, and William Craig (r), of Procter & Gamble Co.'s advertising department, radio division.

Revised List of FCC's Field Offices As of Oct. 31 Released by Commission

REVISIONS in the list of FCC field offices were summarized by the Commission in an order, dated Oct. 30, amending its rules and regulations to reflect the changes, additions, and deletions.

Inspection and Operator Examination Section has been moved from 316 F Street, N.E., Washington, to Room 2065, Temporary L Bldg., Washington, in line with recent moves to consolidate Washington headquarters [BROADCASTING, Oct. 13].

Locations of radio district offices have been changed as follows (addresses are those of engineer in charge):

District No. 1, 1600 Customhouse, Boston 9, Mass.; No. 3 1005 U. S. Customhouse, Philadelphia 6; No. 9 324 U. S. Appraisers Bldg., 7300 Wingate St., Houston 11, Tex., with Suboffice at P. O. Box 1527 (329 Post Office Bldg.), Beaumont and Ship Office at 406 Post Office Bldg., Galveston; No. 11 Suboffice at 230 U. S. Cutomhouse, San Diego 1; No. 12 323-A Customhouse, San Francisco 26; No. 13 406 Central Building, Portland 5, Ore.; No. 15 521 Customhouse, Denver 2; No. 23 Suboffice at P. O. Box 644, Rm. 39 Federal Bldg., Anchorage, Alaska.

Offices of the Regional Managers of the Field Engineering and Monitoring Division, Engineering Department, set forth below, are as follows:

North Atlantic Region, 506 Federal Bldg., 641 Washington Street, New York 14; Gulf States Region, 332 U. S. Appraisers Bldg., 7300 Wingate Street, Houston 11; North Pacific Region, 801 Federal Office Bldg., Seattle 4; Alaska Region, P. O. Box 644, Rm. 39 Federal Bldg., Anchorage; South Pacific Region, 323-A Customhouse, San Francisco 26; Central States Region, 876 U. S. Court House, Chicago 4.

Address of the Primary Station of the Engineering Department in Honolulu, T. H., is now FCC, 609 Stangenwald Bldg., Honolulu 1, T.H.

Addresses of the following Secondary Monitoring Stations of the Engineering Department are changed:

From 27 South Sixth Avenue, P. O. Box 347, South Miami, Fla., to P. O. Box 347, South Miami; from Thirteenth and K Streets, P. O. Box 644, Anchorage, Alaska, to P. O. Box 719, Anchorage; from P. O. Box 73, Hato Rey, P. R., to P. O. Box 2987, San Jaun, P. R.

Ship Officers are added to three Radio Districts as follows:

District No. 5, Rm. 106, U. S. Post Office Bldg., Newport News, Va., No. 8, 324 U. S. Courthouse & Customhouse Bldg., Mobile 10, Ala.; No.11 Rm. 326 U. S. Post Office & Courthouse Bldg., San Pedro, Calif.

Secondary Monitoring Station at St. Paul is deleted.

Kennedy Sees Truman

JOHN A. KENNEDY, president and principal owner of WCHS Charleston, W. Va., and WSAZ Huntington, W. Va., and new president and editor of the *San Diego* (Calif.) *Journal*, was at the White House last Monday for what he described as a "personal call" on President Truman. Mr. Kennedy several months ago sold WPAR Parkersburg, W. Va., and WBLK Clarksburg, W. Va., to the News Publishing Co., publisher of 14 West Virginia newspapers [BROADCASTING, Jan. 27].

Philco Calls FTC Charge Unfounded

Carmine Indicates His Company Will Fight Complaint

PHILCO CORP. gave every indication this week that it would fight the complaint of the FTC [BROADCASTING, Nov. 3] that the Philco "Sell 'N' Win" campaign involves a lottery, deception of public and disparagement of competitive products.

James J. Carmine, vice president of the company, gave out a statement which defended the company's campaign and attacked the FTC. "These wild charges by the FTC are absolutely without foundation," he said.

"If the FTC means what it says," Mr. Carmine charged, "it is attacking existing court decisions, selling methods in a variety of industries and standard retail practices. The FTC is trying to take all the incentive out of selling.

"If they knew the facts, the Commission would realize that similar incentives to the Philco program are being offered in the radio, electrical appliances and numerous other fields."

Philco's campaign offered cash awards and other prizes to retail salesmen and gave them lucky coupons by which they might win prizes on drawings. The FTC charged the campaign would stifle competition as salesmen touted the qualities of the Philco product to the exclusion of others, that it might result in deception of the public, and that the award of prizes constituted a lottery.

The National Better Business Bureau earlier had branded the campaign as "misleading to public, unfair to competitors and violation of Rule Eight of FTC's trade practice rules."

The company has until Nov. 20 to reply.

CHUM Toronto, is using its mobile FM unit to obtain on-the-spot interviews in various districts of Toronto in connection with Food Gift for Britian campaign, the form in which Toronto is giving a wedding present to Princess Elizabeth.

When It's **BMI** *It's Yours*

Another BMI "Pin Up" Hit—Published by Peer Int'l

MADE FOR EACH OTHER

On Transcriptions: LANG-WORTH—Al Trace; WORLD—Russ Morgan; NBC-THESAURUS—Sweetwood Serenaders.

On Records: Xavier Cugat-Buddy Clark—Col. 37939; Monica Lewis—Sig. 15105; Dick Farney—Maj. 7273; Enric Madriguera—Nat. 9028; Desi Arnaz —Vic. 20-2550.

BMI

BROADCAST MUSIC INC. 580 FIFTH AVENUE NEW YORK 19, N. Y.

NEW YORK • CHICAGO • HOLLYWOOD

AGENCIES

JAMES E. HANNA, in radio department and **JOHN D. UPTON,** of New York office, have been elected vice presidents of N. W. Ayer & Son.

LEE BLAIR, account executive of Buchanan & Co.'s San Francisco office, has been elected a vice president in charge of the Golden Gate city office.

GEORGE BOLUS, former assistant account executive at Dancer-Fitzgerald-Sample, Chicago, has joined Foote, Cone & Belding, Chicago, as assistant to **LEO ROSENBERG** on the Toni Co. account.

JOHN L. ALBRIGHT, formerly in copy and radio department of Dancer-Fitzgerald-Sample, and former assistant copy chief for Bermingham, Castleman & Pierce Inc., New York, has been named copy chief for the National Export Adv. Service, New York.

VIRGIL A. KELLY has been elected president of Kelly, Zahrndt & Kelly Inc., St. Louis, to succeed his brother, the late **CHARLES F. KELLY Jr. WALTER W. ZAHRNDT** has been re-elected vice president and treasurer, and **E. M. KELLY** secretary.

JOHN O. WILKINSON, formerly with promotion division of Chicago Tribune, has joined Griswold-Eshleman Co., Cleveland, as assistant account executive. He previously had been with Commerce Clearing House as editor of Insurance Law Journal.

Mr. Wilkinson

KENNETT HINKS, vice president and account executive of J. Walter Thompson Co., New York, is in Hollywood for 10 days conferring on CBS "Lux Radio Theatre."

LYNDALL WILSON, formerly business development manager of ABC's co-op program department, has been named assistant publicity manager of Benton & Bowles, New York.

PHILIP KLEIN Adv., Philadelphia, is sponsoring weekly half-hour show, "Philadelphia — A Great City," on WFIL-TV Philadelphia. Mr. Klein acts as m.c. for show but keeps copy institutional, offering no commercials.

KENNETH H. WARD, former account executive at Swaney, Drake & Bement Inc., Chicago, and previously with Montgomery Ward & Co. and Allis Chalmers in sales and advertising capacities, has joined Schoenfeld, Huber & Green, Chicago, as account executive.

JOHN W. SHAW Inc., Chicago, has announced appointments of **JOHN O'DEA** as a service manager and **ELSIE LAUTER** as co-production manager. In addition, **DUGALD F. GORDON** has joined agency's copy department.

VICTOR FABIAN, formerly with Chicago office of War Assets Administration, has been appointed media director of C. Wendel Muench Co., Chicago.

WILLIAM R. FLEISCHER, formerly with Metropolitan Adv. Co., New York, has joined Adair & Director, New York, as an account executive.

EDNA BRONSON HERR, former account executive of Abbott Kimball & Co., New York, has formed Bronson Herr Adv. Agency, 143 East 53rd St., New York. Accounts include Dena Chaplan, Rose Laird, Niesa Perfume, Lysanda, Little Cosmetician, United Exposition Corp., Westchester Hobbies Inc., and Celluloid College.

MORTIMER SPILLER, who was with J. D. Tarcher & Co., New York for more than a year, has been named assistant director of research and market analysis at Emil Mogul Co., New York.

SHORT & BAUM Adv., San Francisco, has moved to new quarters at 240 Stockton St., San Francisco.

W. H. EMMETT (OVERSEAS) Ltd., London, England, has opened offices at Montreal and Toronto. **H. P. DIEHL,** former business manager of Montreal Le Canada, has been named general manger, and will head Montreal office.

BRUCE BUTLER, account executive of L. J. Haegerty Ltd., Toronto advertising agency, will be manager of Toronto office.

DARIO SORIA, an assistant CBS director for past five years, has joined D'Arcy Adv., New York, as production and administrative assistant to **PAUL LEWIS,** radio director of the agency.

ADELAIDE BAINBRIDGE, formerly of Portland (Ore.) Chamber of Commerce, has joined Butler Emmett Adv., that city.

GENE FEVES, formerly in fashion merchandising department of Parent's Magazine, New York, has joined Allen, Clenaghen & Smith, Portland, as head of public relations and merchandising department.

ROSS SAWYER Adv., Los Angeles, has moved to larger quarters at 8438 Melrose Ave. Telephone: Webster 6275.

GEORGE C. GRAHAM, former assistant advertising manager and publicity director of Western Auto Supply Co., Los Angeles (chain stores), and prior to that publicity director of KIUL Garden City, Kan., has joined Ernest N. George Co., Los Angeles, as production manager.

ED HOLLEY, account executive of Klitten & Thomas, Los Angeles, is the father of a girl born Oct. 30.

JOSEPH H. HEALY, former radio director of Romer Adv., Washington, has joined The Art Ads Agency, that city, as director of radio and television.

LELA F. BINGHAM has joined copy department of Brooke, Smith, French & Dorrance, New York and Detroit.

TUCKER WAYNE & Co., Atlanta, Ga., has been elected to membership in the American Assn. of Adv. Agencies.

HENRY SODERBERG, who has been with Young & Rubicam in Puerto Rico Office, has been appointed head of radio department of Young & Rubicam S. A., Mexico City. He will be replaced in Puerto Rico by **ARY MOLL,** formerly with international division of NBC. **BARTON WAKEFIELD,** former copy chief of National Export Adv., has joined international division of Y & R as an account executive.

GOLDEN Adv. has moved to new quarters, 381 Fulton St., Brooklyn, from its former office, 397 Flatbush Ave., Brooklyn.

LAWRENCE PESKIN, of production staff of Marschalk & Pratt Co., New York, has been named production manager of the agency.

HAROLD L. GRAFER, former executive vice president of Emerson Drug Co., Baltimore, has joined merchandising staff of Hanly, Hicks & Montgomery Inc., New York.

BOB DAVIS, former publicity director of WNBC New York, has joined Carl Byoir & Assoc., New York, as head of radio and television.

FIL MANDL, former production manager for Mandel's Department Store and account executive for Ivan Hill Adv., Chicago, has joined Harry J. Lazarus & Co., Chicago, as production manager and asistant account executive.

W. EARL BOTHWELL Inc., New York, has moved from 270 Park Ave. to larger quarters in Johns Manville Bldg., 22 East 40th St.

BOZELL & JACOBS has moved Los Angeles offices to 6607 Sunset Blvd., Hollywood. Telephone: Hillside 2695.

SALLY MARTIN, publicity director of Abbott-Kimball Co., Los Angeles, has resigned to go to New York.

DAL WILLIAMS, former account executive of The Mayers Co., Los Angeles, has joined Irwin-McHugh Adv., Hollywood, insimilar capacity.

ROSE & CHILD Adv., Portland, has dissolved partnership, with **D. K. CHILD** retaining offices at 1618 N. Vancouver Ave., and **WALLY ROSE** opening commercial art offices at 520 SW Main St.

ADELAIDE BAINBRIDGE, formerly with Portland, Ore., Chamber of Commerce, has joined Butler Emmett Adv., that city.

ROY N. VERNSTROM, formerly with Joseph R. Gerber Co., Portland, Ore., has resigned to join Pacific Power & Light Co., same city, as advertising manager.

MURRAY TURNER has been appointed manager of Winnipeg office of Cockfield Brown & Co. Ltd., succeeding **HARRY LAVENDER,** who has retired and will be western consultant for the company.

WILF CLEMENT, recently resigned from sales staff of CHUM Toronto, has joined S. A. Rutland & Co. Ltd., Toronto, to handle radio accounts.

DAVID STRAUS III, formerly with London Adv. Agency of Newark, N. J., has been named an account executive in Newark office of A. W. Lewin Co.

EILEEN HOWARD NOLAN and **ROBERT S. ARBIB, Jr.** have been promoted from copywriters to copy supervisors at Grey Adv., New York.

COLE & CHASON Adv., New York, has moved to 8 West 56th St. Telephone: Circle 7-2664.

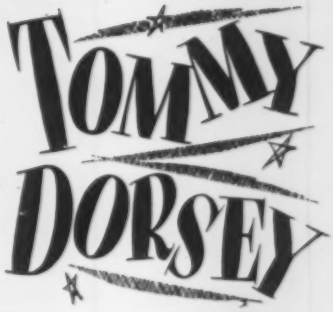
FRANCIS M. STIFLER, account executive of N. W. Ayer & Son, Philadelphia and **Col. MASON WRIGHT,** director of Army radio recruiting program, are in Hollywood for six weeks, conferring on CBS "Sound Off" and other Army recruiting matters.

DICK GARTON, writer-producer of Smith, Bull & McCreery Adv., Hollywood, is in Miami, Fla. and the southwest for two weeks on client business.

GEORGE H. GIESE, vice president of McCann-Erickson Corp. and account executive in McCann-Erickson's New York foreign department for Coca-Cola, Standard Oil and other clients, left last week for an eight-week tour of Latin America.

ED CASHMAN, manager of Kudner Agency Hollywood office, is in New York for home office conferences.

WMGM, FM outlet of WHN New York, has resumed operations after a brief period off the air for installation of a 10-kw Western Electric transmitter.



DISC JOCKEY SHOW

Monday Thru Friday
1:30 to 2:30 p.m.

Make Tommy Dorsey your star salesman and watch him sell—sell—sell.
Available now — quarter-hour strip Monday thru Friday—or in one-minute participation strips—at extremely moderate rates. Call or wire WMAL or ABC Spot Sales today!

WMAL
5000 WATTS 630 K.C.
BASIC ABC NETWORK
Washington, D. C.

SILVER ANNIVERSARY

WMAZ Honors Geo. P. Rankin, President, Co-Founder

WMAZ General Manager Cobb (r) presents pin honoring Mr. Rankin for his 25 years' service to station.

* * *

WMAZ, 5-kw CBS outlet at Macon, Ga., has started its second quarter century of operation. In observance of its silver anniversary the station held a banquet to honor its president and co-founder, George P. Rankin, who has been with WMAZ continuously since it took the air in 1922 at Mercer U. in Macon.

Highlight of the banquet, held Oct. 30, was the presentation to Mr. Rankin of a silver-diamond pin, which was pinned on his lapel by WMAZ's general manager, Wilton E. Cobb. Mr. Rankin, who doubles as chief engineer of WMAZ, started the station in cooperation with Dr. Claude L. Fountain, of Washington, D. C., at Mercer U., where Dr. Fountain was professor of science and Mr. Rankin a student.

Richard C. Hottelet, CBS correspondent, represented the network at WMAZ's birthday celebration and made one of his newscasts from the station. He was a speaker at the anniversary banquet.

On WMAZ's birthday, which also was the sixth annual Wesleyan Day in Macon, students of Wesleyan Conservatory's radio department operated the station. They wrote commercials, presented original shows, took over as announcers and news reporters and made the WMAZ news department's weekly *Feature Story* the occasion for telling the 25-year history of the station.

Census Issues Report

GROWTH of metropolitan districts in the U. S. from 1900 to 1940 is described in a publication issued last week by the Bureau of Census, Dept. of Commerce. Planned and written by Dr. Warren S. Thompson, director of the Scripps Foundation for Research in Population Problems, the report traces the growth of the nation's cities decade by decade. It is felt that the report will meet the need for single brief publication summarizing the data on metropolitan districts.

CKEY Toronto has been authorized by Radio Branch, Dept. of Transport, Ottawa, to operate a 250-w FM station on channel 251, 98.15 mc. Transmitter will be located at CKEY's AM transmitter site. FM equipment has not been purchased as yet.

RIDING WITH THE WINNERS!

Signing colorful Jock Sutherland, Pittsburgh Steeler football coach, for a Friday night series on KQV is just one more example of how we're constantly accenting local appeal. Jock joins a large list of local names and shows heard exclusively on KQV . . . one more reason why KQV shows are terrific audience builders.

KQV PITTSBURGH'S AGGRESSIVE RADIO STATION
Basic Mutual Network · Natl. Reps. WEED & CO.

COMMERCIAL

HERBERT V. ANDERSON, formerly of WNBC New York sales staff, will be transferred to sales division of NBC's Television Dept., effective Nov. 15. With NBC since 1944, when he joined network as salesman in National Spot Sales Dept., Mr. Anderson has been with WNBC since that station began its autonomous operation last year. Before entering radio he had been for 15 years with Consolidated Edison Co. of New York.

HAROLD W. BATCHELDER, former vice president, general manager and member of board of directors of WFBR Baltimore for 12 years, has been appointed television sales manager of WBAL-TV Baltimore. Mr. Batchelder left WFBR in 1946 to do radio consulting work for new station applicants. Prior to entering radio, he was in investment banking business in Baltimore.

Mr. Batchelder

MIGNON HOMER, former secretary to the chief engineer of WMCA New York, has been promoted to traffic manager of that station.

KNOX LARUE, account man in the New York office of George P. Hollingbery Co., national sales representative, has been appointed manager of the firm's San Francisco office.

GRANT POLLOCK, formerly in spot and local sales division of KGO San Francisco, has been named manager of Los Angeles office of W. S. Grant Co.

BILL HIPPEE, KRNT Des Moines merchandising manager, has been transferred to sales staff of that station.

KSD St. Louis has isued new rate card No. 21, which will become effective Dec. 1.

BOB HARTER, sales manager of WHO Des Moines, is the father of a girl.

MRS. MYRTLE GOULET, with MBS since 1934, has been appointed office manager of Mutual's Midwest offices. **DOROTHY REYNOLDS,** who joined MBS in 1939, has been named sales service manager of Midwest operations.

JANET A. DUNLAP, assistant sales manager of WTON Staunton, Va., and **JOHN A. MIMS 2nd,** announcer at WCPS Tarboro, N. C., are to be married Nov. 22. Miss Dunlap will be replaced at WTON by **JEAN IDE.**

McGEEHAN & O'MARA Inc., New York, has been appointed station representative for WMBM Miami Beach, Fla.

JOHN J. RAUERS, formerly with Southern States Iron Roofing Co., has joined WSAV Savannah, Ga., as account executive.

WRGB Schenectady, N. Y., General Electric television station, will issue first rate card about Dec. 1.

AVERY-KNODEL Inc. has announced recent addition of following stations to list it represents: WKIX Columbia, S. C. and WROW Albany-Troy-Schnectady.

WBUZ, new FM station under construction at Bradbury Heights, Md., has issued temporary Rate Card No. 1.

JOHN H. PERRY Assoc. has been appointed national representative for WINZ Miami Beach, Fla.

ED PENDLETON, formerly with WNEX Macon, Ga., has joined commercial department of WMAZ Macon, replacing **JOYCE MILLER,** resigned.

AVERY-KNODEL Inc. Nov. 1 moved its San Francisco office from 544 Market St. to the Russ Bldg., 235 Montgomery St. Telephone: Douglas 2-5873.

EDWIN A. PANCOAST Jr., who has had 14 years of radio experience in program production, time and program sales with World Broadcasting, WINS New York and Universal Radio Sales, has joined New York sales staff of The Boiling Co., station representative.

A. H. FLATEN, with CBS Radio Sales for six years, has joined CBS Network Sales Dept. as an account executive. Veteran of 16 years in radio, Mr. Flaten previously was with KFJM (now KILO) Grand Forks, N. D., and was commercial manager of KDAL Duluth from 1936 to 1941, when he joined Radio Sales.

Mr. Flaten

VIC ROWLAND, program promotion director of Don Lee Broadcasting System, Hollywood, has been named sales service manager following resignation of **BETTY KOBALD. BOB STOCK** takes over as program promotion director and **JIM PARSONS** becomes log editor.

WILLIAM O. TILENIUS, who recently resigned as sales manager of WNBC New York [BROADCASTING, Nov. 3], has been appointed account executive in New York office of John Blair & Co., effective today (Nov. 10). Mr. Tilenius joined NBC in 1932, handling sales service duties in network and local sales departments. In 1936 he became an account executive in NBC's Spot Sales Div., later was appointed assistant manager and was named sales manager of WNBC in February 1946.

Mr. Tilenius

J. H. MacDONALD has been named commercial manager of CJBQ Belleville Ont.

CHAB Moose Jaw, Sask., has appointed Horace Stovin & Co., Toronto, as exclusive representatives.

KTFI Increases Power

KTFI Twin Falls, Idaho, NBC affiliate, has increased its power to 5 kw day, 1 kw night, and has expanded its schedule to 18 hours per day. The station began broadcasting with a power of 250 w in 1928. KTFI's FM station was scheduled to begin operations last week, according to Florence M. Gardner, manager.

WIDE BLANKET COVERAGE,
CONCENTRATED AUDIENCE,
BEST PROGRAM FACILITIES,
AND NOW—

5000 WATT OUTPUT!

JOS. WEED & CO.
350 Madison Ave., New York,
Can Tell You More About

CHNS

HALIFAX NOVA SCOTIA

WCAO Baltimore's new FM transmitter undergoes inspection by Martin L. Jones (l), WCAO chief engineer, and Irving Mager, Westinghouse sales engineer. The new transmitter is expected to be in operation in the near future.

Groups to Deal With War Propaganda to Be Set Up

NATIONAL associations representing the U. S. radio, newspaper, magazine and motion picture industries were asked last week to appoint committees for dealing with war propagandizing within their respective fields.

The proposal was made in letters sent by the Committee of Public Relations Counsellors on the United Nations to Justin Miller, NAB president; Cranston Williams, American Newspaper Publishers Assn., general manager; Frank Braucher, Periodical Publishers Assn., president, and Eric Johnston, Motion Picture Assn., president.

It followed adoption last week by the UN General Assembly of a resolution condemning all propaganda likely to threaten world peace.

WIOD Miami was recently presented a certificate from the Nation American Legion Auxiliary and the Miami Harvey Seeds Unit No. 29 in recognition of "important contributions to the education, entertainment and inspiration of this community."

Five Pressing Applications For FCC Grants on 1560kc

IS 1560 kc a Class I-B or Class II channel? And if I-B, does the claim of WQXR New York to that assignment effect "an equitable allocation of facilities"?

Those were the basic questions considered fortnight ago in a proceeding before FCC Hearing Examiner James D. Cunningham and involving the applications of KPMC Bakersfield, Calif., Lake Broadcasting Co. Inc., Gary, Ind., and KWCO Chickasha, Okla., in addition to that of WQXR.

KPMC seeks boost from 1 kw to 10 kw on 1560 kc, with directional array fulltime. Lake Broadcasting, which originally had been party to another proceeding and whose application was incorporated by the Commission in the present case, requests a new standard station at Gary on 1560 kc with 500 w night and 1 kw day. KWCO requests change from 250 w daytime on 1560 kc to 250 w fulltime operation on the channel.

Petition Content

The WQXR application asks increase of power from 10 kw to 50 kw on 1560 kc, directional. The *New York Times* station further pursues recognition of its six-year claim to I-B status on the frequency. FCC's rules permit assignment of both Class I and II stations on 1560 kc.

In a petition to the Commission preceeding and indirectly related to the hearing, WQXR stated that ever since its assignment on 1560 kc was first authorized, it has "endeavored to obtain a ruling from the Commission that it was a I-B station or to have the Commission take such steps as might have been required by the North American Regional Broadcasting Agreement to obtain the requested classification." The petition cited correspondence with FCC dating from April 1941 unsuccessfully seeking I-B acknowledgement and steps which would afford it I-B protection from potential Cuban I-B operation.

In concluding the petition requested that FCC protest the temporary authorization by Cuba to CMBH Havana for 5 kw on 1560 kc; to notify Cuba that WQXR has been operating with its existing service being afforded I-B protection since NARBA went into effect in 1941 and that FCC advise of steps being taken to protect status of 1560 kc and present WQXR service in forthcoming NARBA revision.

This background underlay most of WQXR presentation. President John V. L. Hogan testified on the importance of I-B operation in reaching an extended audience with WQXR's non-duplicated and distinctive programming. He pointed out that the station enjoys a consistent audience of 700 to 800 miles radius in scope. Mr. Hogan substantiated this with figures on requests for program booklets, correspondence volume and source and location of homes of members of the program advisory committee.

Mr. Hogan's relation of the part skywave transmission plays in serving this extended audience was supported by testimony of Frederick Schottland, New York consulting engineer. His allegation that FCC's skywave propagation curves (Figure 1 of the standards) don't apply at 1560 kc was accompanied by data on recordings of measurements made independently by the National Bureau of Standards from January 1945 through July 1946.

Elliott Sanger, executive vice president of WQXR, told of program efforts and station policy.

WQXR counsel at the proceeding was Philip G. Loucks, Arthur W. Scharfeld and Maurice M. Jansky of the radio law firm of Loucks & Scharfeld. The firm also represents KPMC.

Engineering testimony only was offered in behalf of KPMC by William E. Plummer, member of the consulting radio engineering firm of Glenn D. Gillett & Assoc. It was indicated the proposed operation of that station in no way would affect that of any other of the stations in the proceeding. The presentation was not contested.

The record has been left open to receive if necessary any further testimony from KPMC since President F. G. R. Schamblin had been advised by his physician not to make the trip to Washington at this time.

Lake Broadcasting, through its counsel, Robert L. Irwin of Dow, Lohnes & Albertson, held to its position that WQXR use of the 1560 kc frequency has been considered by the FCC as a Class II assignment and therefore Gary should be given local service. Such would not be possible if WQXR were I-B.

Similar stand was taken by KWCO. The outlet was represented by its president, George C. Robinson Jr., and Thomas P. Littlepage Jr. of Littlepage & Littlepage.

WTOD Toledo, Ohio, which had been a party to the proceeding in seeking switch from daytime to fulltime 1 kw operation on 1560 kc, earlier had been granted petition by FCC to dismiss its application without prejudice. It was stated WTOD was looking for another frequency.

The Commission earlier also had granted petition of WQXR and KPMC to dismiss the application of The Montana Network for failure to file a written appearance due May 27. Montana Network had sought a new AM station at Butte, Mont., on 1560 kc, 1 kw fulltime.

RADIO STATIONS
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RADIO STATION BROKERS
WASHINGTON, D. C.
906-7-8 WARNER BLDG., 13th AT E ST. N. W.

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We have affiliations for a combination of vitally important services by highly experienced consultants.

SALES
Highly trained personnel. Your interests analyzed for quick results. Definite sales plans formulated. Cooperation with Advertising Dept. Listings with us affords client a wide selection of clients.

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Complete programs, correct media selection. Publicity men with "know how" of getting attention. All Advertising and Publicity, at no expense to Client, with cognizance of his wishes.

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Analyzes transactions. Provides corporate valuation reports Trust Analyses and State Tax Studies. Transfers title. Full client protection. Authoritative and reliable analyses of purchase and sales problems.

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Evaluation of substance of station's facilities and physical properties. Client's interest correctly portrayed. Secures action when justified or permitted. Forecasts policy changes, expedites formal rulings. Interprets attitude of formal rulings.

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If you want to cash in on sales in the "as good as gold" market of Eastern North Carolina, you have to know your ABC'S . . . WRRF and WRRZ. These stations of the Tar Heel Broadcasting System effectively blanket the rich agricultural belt in this area.

Their primary daytime listening area contains 31 counties with a population of 922,353 persons who own 135,510 radios. In addition there is a large "bonus" audience in the secondary listening area of WRRF and WRRZ.

Last year's bright leaf tobacco crop in this wealthy region sold for $245,459,006, and tobacco is just one of the crops raised in fertile Eastern North Carolina.

The listeners in Eastern North Carolina keep their dials tuned to their regional Tar Heel stations, WRRF and WRRZ, to hear outstanding local programs and the top programs of ABC.

Your sales program on WRRF in Washington, N. C., and WRRZ in Clinton, N. C., always will be augmented with effective merchandising by the Tar Heel Broadcasting System. For speedy results in the "as good as gold" market of Eastern North Carolina, use WRRF and WRRZ.

TAR HEEL
BROADCASTING SYSTEM, INC.
Washington, North Carolina
National Radio Representatives
FORJOE & CO.
New York • Chicago • Los Angeles

PRODUCTION

CARTER REYNOLDS, announcer at KRNT Des Moines, has been named continuity director, succeeding **BILL RILEY,** who is now telephone quiz master of that station. **TOM DYER,** KRNT continuity writer, has transferred to station's announcing staff and the following have been added to the continuity department: **MARY ELIZABETH MEAD,** formerly with WMT Cedar Rapids; **MARGE GIES SWANSON,** formerly with WFDF Flint, Mich.; and **CHUCK SHIELDS,** formerly with KCBC Des Moines.

WADE S. (Pat) PATTERSON, former associate news editor of WMT Cedar Rapids, has been appointed program and news director of KCRG and KCRK (FM), new Cedar Rapids stations which expect to begin operations in December. Mr. Patterson previously was news editor at KGLO Mason City, announcer at WHBF Rock Island, and production manager of WHBL Sheboygan, Wis.

Mr. Patterson

BRUCE SEDLEY, formerly with KJBS San Francisco and AFRS in Los Angeles, has joined announcing staff of KROW Oakland.

EDDIE HANNA, well known colored football player at Colorado A&M, has joined KCOL Fort Collins, Colo., as disc m.c., with series of evening shows titled "Meet the Bands With Eddie Hanna." Mr. Hanna formerly was with KGNO Dodge City.

ELLIOTT ROBERTSON, former chief writer and production man at KPO San Francisco, has joined production staff of WFAA Dallas.

RUSS OFFHAUS, former radio director for OPA, has joined WLAW Lawrence, Mass., as announcer.

FERDY BAGLO, musical director of CKNW New Westminster, has resumed his duties after an eight-months world cruise.

RUSSELL NAUGHTON has been appointed chief announcer of WDRC Hartford, Conn.

ROBERT STERRETT, formerly with WROV Roanoke, Va., and **JOE CAMPBELL** have joined announcing staff of WTON Staunton, Va.

JOHN AHERN, graduate of Portland Announcing Studio, has joined announcing staff of KYJC Medford, Ore.

GENE O'BRIEN, graduate of Portland Announcing Studio, has joined announcing staff of KGON Oregon City, Ore.

FRED CONGER, program director of WREN Topeka, Kan., and Betty Gene Howell, were married Oct. 17.

CHARLES VANDA, Hollywood producer of NBC "Rogues Gallery," has added similar duties on ABC "Abbott & Costello Show," replacing **DON BERNARD.**

CARL SCHROEDER, former Hollywood correspondent for radio and movie fan publications, has signed as writer of CBS "Hoagy Carmichael Show."

VIC McLEOD, Hollywood freelance radio writer, is the father of a boy born Oct. 31.

JOHN SCOTT TROTTER, musical director-arranger of ABC "Bing Crosby Show," has written arrangement for "I'm in Love With Arizona," theme song of Arizona Broadcasting System's production at State Fair, Nov. 7-16.

BRUCE SEDLEY, former announcer of KJBS San Francisco, has joined KROW Oakland.

PAUL GIROUX, writer of KTAR Phoenix, a first lieutenant in National Guard, is attending special 10-day course at Ft. Knox, Ky.

FRED KIDDER, announcer at WCOP Boston, and Barbara Kehn were to be married Nov. 8.

RALPH M. BARKER, weather forecaster at WCOP Boston, has been appointed to board of trustees of Anatolia College, Salonika, Greece.

DICK NOEL, formerly with WARD Johnstown, Pa., WROV and WSLS Roanoke, Va., has joined announcing staff of WTTH and WTTH-FM, new stations under construction at Port Huron, Mich. **PHIL SANFORD** and **KURT SAUNDERS** also have joined stations' announcing staff.

SCOTT HANNAH has been named night manager of CJBQ Belleville, Ont., and **DOUG WHELAN** has been appointed CJBQ promotion manager.

GIL BABBITT, director of special events and publicity at WPEN Philadelphia, has been transferred to station's production department. **WILLIAM B. CASKEY,** director of advertising and promotion, will continue to handle overall direction of publicity department, with **HOWARD ENDERS** serving as publicity-production man.

SEWELL BROWN, formerly with WRUF Gainesville, Fla., and **ROBERT KNAPP,** formerly with WSVA Harrisonburg, Va., WTUX Wilmington, Del., and WCHV Charlottesville, Va., have joined announcing-production staff of WRVA Richmond.

JEAN ARDEN, formerly with WNAB Bridgeport, Conn., and WWRL New York, has been appointed director of women's activities for WEAM Arlington, Va. She will continue her present work as lecturer on radio drama and announcing at the National Academy of Broadcasting, Washington.

Jean Arden

TED McKAY, formerly with WTIP Charleston, W. Va., has joined announcing staff of WSUA Bloomington, Ind., as a staff announcer.

MRS. MEREDITH YOUNG, former women's affairs director at WWDC Washington, has joined WOL Washington, in similar capacity, replacing **MARIAN SEXTON,** resigned. Mrs. Young joined WWDC in 1941, leaving the following year to become chief of radio for eastern area Red Cross. She previously had been with WTMA Charleston, S. C., and appeared in several dramatic roles at Dock Street Theater there, and at Crossroads Theatre in Virginia.

BERT SHEFTER, composer-conductor, and former music director of WINS New York, has moved to Los Angeles.

ARTHUR JULIAN and **HOWARD LEEDS** have been signed as writers to assist **HAL KANTER** for CBS "Beulah."

MILTON MERLIN, Hollywood freelance writer, has been added to writing staff of ABC "Mr. President" program.

BERNIE SMITH and **HY FREEDMAN,** have been assigned as writers of ABC "You Bet Your Life."

ROBERT PETRIE, formerly with WTMJ, WMLO, WFOX Milwaukee, and WRJN Racine, Wis., and **F. DOUGLAS CHINGO,** have joined staff of WHBY Appleton, Wis.

IT TOOK a black eye to make this scene possible, but Jon Farmer, m.c. at WAGA Atlanta, thinks it was worth it, as he interviews Hildegarde. The songstress recently visited Atlanta and asked to meet Mr. Farmer, after hearing the sad story of his bruised eye. Injury resulted from a disagreement between Mr. Farmer and WAGA's Chief Announcer Bill McCain, while working out with heavy gloves at local gym. Both men are fans of Hildegarde but they disagreed on description of her singing style. Mr. Farmer came out with a black eye—and an invitation to meet Hildegarde.

ELWOOD C. HOFFMAN, member of CBS program writing division, has been lent for two weeks by network to Citizens Food Advisory Committee. Mr. Hoffman will work in Washington on scripts dramatizing the need for food conservation, CBS said.

JAY GILES, announcer at WCNT Centralia, Ill., is the father of a boy.

PI-DO DOES IT
Firm Transfers Advertising —To Radio—

BECAUSE ever-rising newspaper rates and space uncertainties led Pi-Do, a pie crust mix, to drop its newspaper campaign, the firm has transferred its entire advertising budget to radio, according to Harry McMains, a Pi-Do vice president and stockholder.

Pi-Do's transcribed show, *Aunt Ellen's Kitchen Gossip,* is now heard on 12 leading stations in Southwest cities. Mr. McMains is also president of McMains Inc., agency handling the account. Eight years ago he got backing for a baker's formula for a pie crust mix, and the firm has now grown to the extent that it is now moving into a new $150,000 plant.

FRIENDS

"To make a friend, you must be one." Twenty-four years of service to farmers in Kansas and Adjoining states have made us their friend.

WIBW The Voice of Kansas in TOPEKA

ROYAL WEDDING VIDEO COVERAGE IS PLANNED

BBC is planning full video coverage of the wedding of Princess Elizabeth and Lt. Philip Mountbatten on Nov. 20, using both of its television units. One will be stationed opposite Buckingham Palace, the other outside the west door of Westminster Abbey.

Starting with an introduction from its studios at 10:50 a.m., the BBC telecast will switch to Buckingham Palace at 11 to show the departure of the queen, moving then to Westminster to watch the arrival of the royal guests. Another pickup at the Palace will show the king and Princess Elizabeth leaving for the Abbey.

Following the wedding service the video cameras will report the departure of the newlyweds and the wedding guests, returning to the Palace where the royal family will make the traditional appearance on the balcony.

United Press has secured the video rights in the United States to British Information Service films showing the growth of the princess from babyhood to the announcement of her engagement to Philip. These, with a script for running commentary plus still pictures of the marriage ceremonies, radioed from London, to make up a half-hour program, are being offered by UP to American video broadcasters.

If BBC films the ceremonies, these films will be available to NBC Television under exchange agreement between the two networks.

Miller Sends Greetings As BBC Marks 25th Year

BBC, which will celebrate its 25th anniversary Nov. 14, is planning a series of special broadcasts extending over a two-week period to mark the occasion. The network, founded Nov. 14, 1922 as the British Broadcasting Co. Ltd., has received greetings from many U. S. broadcasters and from the president of NAB, Justin Miller.

In a recorded message to be broadcast during BBC's silver jubilee celebrations, Mr. Miller emphasized the necessity for the "freest possible communication of ideas uninhibited by barriers of any kind." He expressed the hope that "the splendid cooperation between our respective broadcasting systems during the war may continue in these difficult times of peace to advance the cause of freedom. . . ."

Richard W. Cull

RICHARD W. CULL, 63, news director of WHIO, *The Dayton* (Ohio) *Daily News* station, died of a heart attack at his home in Dayton last Tuesday. He was a former managing editor of the paper. Throughout many years of newspaper work, Mr. Cull had worked on the *Cincinnati Post*, *Cleveland Press* and *Cleveland Plain Dealer*. He was with the *Dayton Daily News* from 1922 until 1935 when he organized and became head of WHIO news room.

Thomas P. Doughten
Manager, New York Radio Dept.
LENNEN & MITCHELL, INC., N. Y.
Having the Broadcasting Yearbook around is like having an extra man in the office. It is a research compendium that is working for us all the time.
Thomas P. Doughten
BROADCASTING
1948 YEARBOOK
F&P favours
SPOT BROADCASTING
FINAL ADVERTISING DEADLINE DEC. 1

News

LEON PEARSON has been appointed to NBC's European news staff. Brother of ABC Commentator Drew Pearson, Mr. Pearson has worked for the International News Service in Washington and Europe for last four years. His first assignment for NBC will be to assist network's staff in London to cover wedding of Princess Elizabeth and Lt. Mountbatten Nov. 20. Before entering journalism Mr. Pearson taught at U. of Pennsylvania's Wharton School and at Haverford School.

LARRY LOWENSTEIN, who served as an Army correspondent during the war and has been with WOR and WQXR New York, has joined news bureau of WHLI and WHNY-FM Hempstead, L. I., New York.

GRANTLAND RICE, noted sports commentator and writer, was presented with special award for his contributions to sports world by Notre Dame's "Four Horsemen" on **JOE HASEL's** sports roundup on ABC, 10:15 p.m. (CST), Nov. 6.

HUBERT W. KREGELOH, staff news analyst at WSPR Springfield, Mass., and **ELAINE M. McNALLY**, secretary to WSPR promotion manager, are to be married Nov. 11.

MICHAEL FOSTER, former CBS trade editor, has been named head of network's newly-formed trade and feature department. He will be assisted by **HARRY FEENEY** and **TOM MAHONEY**, CBS publicity writers, and **BERYL REUBENS**, formerly of Columbia Records publicity department.

JAMES B. LIEPER, former editor of NBC New York morning news copy desk, has been transferred to network's Hollywood newsroom as news writer.

DICK WRIGHT has been named local news writer at KGVO Missoula, Mont.

BILL COSTELLO, chief of CBS Far Eastern news bureau, has returned to New York for a short stay after 18 months in Tokyo. He is due to return to his post in Tokyo in mid-November.

TED STEELE, farm director of KYW Philadelphia, is back on the air again after a week of illness. He collapsed on the train Oct. 22 returning from New York to Philadelphia where he was to have made a personal appearance at the Poor Richard Club Radio Night.

ROBERT SHERMAN, chief news editor of WAVZ New Haven, Conn., and Joanne M. Sharaf have announced their marriage.

FRANK BALMERT, newscaster of WPAY Portsmouth, Ohio, and Eileen O'Neil have announced their engagement with wedding planned for Dec. 27.

DAVID CONNOR, announcer and newscaster, has joined WARL Arlington, Va. Mr. Connor also has been made a member of Washington Radio Correspondents Assn.

DICK DOTY, former day news editor at WCOP Boston, has joined WCON Atlanta, Ga., as news director.

LLOYD THOMPSON has been appointed news editor at CJBQ Belleville, Ont.

BOWEN HOSFORD has joined news room of WMAZ Macon, Ga., replacing **MARY WALLER**.

HENRY UNTERMEYER, WCBS New York director of special features and public service, who is a lieutenant colonel in the Enlisted Reserve Corps, is serving two-week tour of duty at Governor's Island, New York.

LEN HOWE, newscaster at WHO Des Moines, is the father of a girl.

HARRY MILLER has joined KANA Anaconda, Mont., as sportscaster.

DON PRYOR, CBS newsman who recently returned from overseas assignment, and **MRS. BARBARA JONES**, special assistant to **KEN FRY**, chief of State Dept.'s International Broadcast Div., planned to be married last Saturday (Nov. 8).

New DuMont Model

DuMONT'S first table model video set, The Chatham, claimed to be the first combination TV and FM Table model to be put on the market, was introduced last week. The set has a 12-inch tube, largest of any video table model, producing a picture of 75 square inches, and retails for $445.

ELECTRONIC BARGAINS

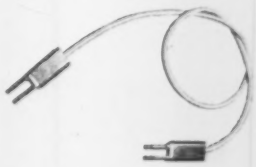
1320 feet, 4 conductor, rubber covered, shielded all copper wire only $25 a reel F.O.B. Louisville.

On steel reels, used, excellent condition. Quantity Discounts.

SPECIALS!

WE 2′ patchcords $5 each in lots of 12. List $11.00.

WE 6′ patchcords $5 each with test clips on one end.



•

Brand new TP-3 sound powered field telephones, complete with manual. $17.50 each.

•

RCA 709B VHF and television sweep generators, complete, brand new, only $400 each. Factory list is $675 today!

•

WE 218A jacks, new, 25c each, in lots of 50 Quantity discounts.

•

WE single and double jack mounts, less jacks, $8 and $15. With jacks, $15 and $30.

•

Send for our new bargain list of new, used, surplus broadcast gear. Only a few of those coaxial line dehydrators left at $200.00 each.

ELECTRONIC SERVICE CO.

431 W. JEFFERSON ST.
LOUISVILLE 2, KENTUCKY

WXYZ Votes to Continue Affiliation With IBEW

OPERATORS at WXYZ Detroit, in an NLRB election conducted Oct. 28, voted 14-2 to continue their affiliation with IBEW as bargaining agent. The vote followed attempt of NABET to dislodge IBEW after purchase of King-Trendle Broadcasting Corp. by ABC network.

IBEW officials plan to petition NLRB to hold security bargaining elections at WXYZ and WARL Arlington, Va. NLRB recently overruled its general counsel's decision that non-communist affidavits must be filed by AFL officers. Since that time IBEW has been certified as bargaining agent for WARL operators.

Westinghouse New High

WESTINGHOUSE Electric Corp. net sales billed for the first nine months of 1947 hit a new peacetime high of $492,179,242, Gwilym A. Price, president, reported, following a meeting of the company's board of directors. Net sales billed for the third quarter of this year were $179,840,606. In contrast, shipments during the first nine months of this year were approximately $152,000,000 less than the volume of new orders received. But it was explained that if certain military orders were excluded, unit production in the past six months had exceeded new orders.

ALLIED ARTS

JAMES J. SHALLOW, who has been with Philco Corp. in sales capacity for 15 years, has been appointed general sales manager of Philco Distributors Inc., Philadelphia, and **JERRY NEWKIRK,** who joined Philco in 1936, has been appointed television sales supervisor of the distributing firm.

ROBERT P. LAMONS, member of Chicago sales staff of Andrew Corp., has been appointed Eastern sales representative for that firm. His headquarters will be in New York and he will be exclusive representative for Andrew line of coaxial transmission line and antenna equipment in the East. Mr. Lamons joined Andrew engineering department in 1945 and transferred to sales staff following year. He previously was with Western Electric Co.

Mr. Lamons

J. H. KELLY, southeastern district manager for past three years for Farnsworth Television & Radio Corp., Fort Wayne, has been appointed manager of Farnsworth Sales Div. **GEORGE E. WORDEN,** who has been with Farnsworth Sales Div. since 1945, has been named to succeed Mr. Kelly as southeastern district manager. **CHARLES H. BUESCHING,** president of Lincoln National Bank & Trust Co., Fort Wayne, has been elected a director of Farnsworth Television & Radio Corp. **FRANCIS L. ELMENDORF** has resigned as a director of the Farnsworth firm.

JOSEPH C. FOLSOM, former personnel manager of Standard Transformer Corp., has joined Raytheon Mfg. Co.'s subsidiary, Belmont Radio Corp, Chicago, as director of personnel and labor relations.

W. K. BURLINGAME, former national service manager of Allen B. DuMont Laboratories, has been appointed field operations manager of Telicor Corp. and of its sister company, Intra-Video Corp. of America. Telicor manufactures large-screen video receivers; Intra-Video makes master antenna systems for video and FM reception in multiple-dwelling buildings.

THEODORE W. BUCHTER, installation and service expert of U. S. Television Mfg. Corp., has been appointed to service committee of Radio Manufacturers Assn.

WILLIAM G. HAAS, formerly with sales department of Buckeye Broadcasting Co., division of Marshall Field Enterprises, has been appointed sales manager of Great Lakes Region for Crosley Div., Avco Mfg. Corp. Prior to war service with AAF, Mr. Haas spent ten years in sales department of Crosley Radio Corp., predecessor to present Avco Div.

Mr. Haas

G. L. HARTMAN, former merchandise manager with Firestone Tire & Rubber Co., Akron, has been named general sales manager of Belmont Radio Corp., Chicago.

CAPT. ED SHERWOOD, who was separated last week from Army Ground Forces, Public Relations Radio Div., is joining publicity-public relations staff of Admiral Radio Corp., Chicago. Capt. Sherwood handled radio exploitation for Army Ground Forces Band shows, served on public relations staff of Gen. Eisenhower, and did public relations work in connection with Nuremberg Nazi war trials.

JOSEPH P. MAXFIELD, pioneer in research and practical development of sound transmission, recording and reproduction, who recently retired from Bell Telephone Labs., has joined Altec Lansing Corp., New York., as consulting engineer. During World War II, Mr. Maxfield, on leave of absence from Bell Labs, was director of Div. of Physical War Research at Duke U.

Mr. Maxfield

CHARLES D. BROWN, program assistant, Radio Division of Veterans Administration, is the author of a profile on Brig. Gen. Harry H. Vaughan, military aide to President Truman. Profile will appear in an early issue of Salute Magazine.

H. CHUCK RIKER, former program director of Telecast Corp., has been named video director of National Laugh Week Foundation and Theatre of Comedy. He will help develop and sell television package shows created by graduates of Gagwriters Institute, school conducted free for veterans by the foundation.

ROY S. FROTHINGHAM, owner of Facts Consolidated, San Francisco research firm, has been elected a national director of the American Marketing Assn.

JOHN F. LITTLE has been appointed factory manager of General Instrument Corp., Elizabeth, N. J., producer of radio components.

CHICAGO BOARD of Education has presented award to WBBM Chicago, for "outstanding service in educational radio" through its WBBM-FM Studio Theater.

MPAA Head Cites Threat to Freedom

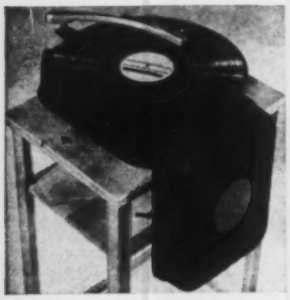
Likens Movie Probe to Attack On Radio and Press

BITTER criticism of the House Un-American Activities Committee was expressed fortnight ago by Eric Johnston, president of the Motion Picture Assn. of America, who said that he was as much concerned about Government intervention in pictures as he would be if it were against radio or the press.

The committee, which has been investigating Communism in Hollywood, adjourned indefinitely Oct. 30 after two stormy weeks during which the movie industry occupied a sizzling hot chair and attracted world-wide interest.

Mr. Johnston, both in testimony before the investigators and in an open letter to Congressional leaders deplored the Committee's tactics, "You don't need to pass a law to choke off freedom of speech or free speech or seriously curtail it," said the movie czar. "Intimidation or coercion will do it just as well." Declaring that he intended to use every influence at his command to keep the screen free, he said, "I don't propose that Government shall tell the motion picture industry directly or by coercion what kind of pictures it ought to make. I am as wholesouledly against that as I would be of dictating to the press or the radio."

Among other groups calling for an end of the committee probings were the Progressive Citizens of America and the Americans for Democratic Action. O. John Rogge, former special assistant U. S. Attorney General, called the committee unconstitutional and said it violated the First, Fifth, Sixth, Ninth and Tenth Amendments. Similar accusations were voiced by Bartley O. Crum and Robert W. Kenny, counsels for the 19 "unfriendly" witnesses subpoenaed by the committee. Mr. Crum predicted that should the investigation succeed it would be followed by a censorship of books, radio, stage and the press and Mr. Kenny said the committee represents the first step to a complete blackout of freedom of expression in this country.



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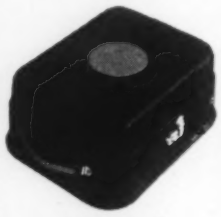
New Low-Cost Professional Portable Transcription Playback Gives You Excellent Fidelity and 10 Pound Portability.

Radio stations, representatives and advertising agencies find the Califone Portable Transcription Player indispensable for auditioning programs and soliciting new accounts. Its fidelity is excellent and it is easier to carry than a portable typewriter.

Compare these 12 Features:

- Excellent professional fidelity.
- Less than 10 lbs. weight—easy to carry.
- Plays up to 17¼" transcriptions and standard records.
- Plays 33⅓ RPM and 78 RPM.
- Finest quality transcription crystal pickup—Astatic "400 Master."
- ¾ ounce needle pressure—replaceable, permanent needle—no needle noise—Balanced pick-up arm.
- Wide range amplifier.
- Variable Tone Control.
- Wow-free turntable—completely silent.
- Sturdy, handsome construction.
- Guaranteed 90 days—against defects in materials or workmanship—factory service available thereafter.



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• Low-Cost
$49.95
F.O.B. FACTORY
25% Discount to Radio Stations, Advertising Agencies and Recording Studios.

Order Califone now to audition your programs and go after that new business.

THE CALIFONE CORPORATION
4335 West 147th Street • Lawndale, California

100%
HOME COUNTY
BMB
KFXJ
GRAND JUNCTION
COLORADO

Abuse of Civil Rights Seen In Federal Security Checks

WITH several statutes on the books authorizing prosecution of Federal employes who reveal restricted information, misuse of loyalty checks can "inhibit freedom of opinion and expressions," according to the President's Committee on Civil Rights.

The committee's report to President Truman was submitted Oct. 29. It is a 178-page document reviewing abuses of civil liberties and recommending steps to preserve America's basic freedoms.

The report came shortly after directors of the American Society of Newspaper Editors, meeting in Cleveland, denounced an effort to implement the President's "loyalty order" of last March with directives which they said would "place even the ordinary affairs of Federal civilian agencies beyond public scrutiny."

The directors opposed security regulations prepared by the Security Advisory Board of the State, Army and Navy Dept. Coordinating Committee. Already these regulations are contained in a Veterans Administration regulation, which the resolution said "evidently is a pattern for directives to be issued to other Federal agencies."

Faced with the editors' censorship charge, the security board in its Tuesday action dropped plans to classify as "confidential" any Government information which, if divulged, would cause "serious administrative embarrassment." It also deleted from the proposed order the provision involving disclosure of information prejudicial to the interests or prestige of the nation "or any governmental activity thereof."

Another deletion, in the "top secret" classification, was trimmed to eliminate the phrase "the prestige of the nation or any governmental activity thereof" from the language, which involved information paramount to security.

Details of the proposed security order still have not been divulged but Michael J. McDermott, special assistant to Secretary of State Marshall, called the changes a "loosening up."

It is understood the order will require installation of a "security officer" in each Federal department and agency who will have the job of protecting classified information, but this could not be confirmed.

According to the ASNE board resolution, "the broad nature of this language could be used to deprive the public of information to which it is entitled. While the announced purpose of the President's loyalty order is to protect the nation in the difficult international situation which now exists, the VA directive classes as confidential information which does not affect the national security."

'Refused Proposal'

The editors' group felt the secrecy coordinating committee had gone "far beyond any reasonable exercise of its authority." It urged the President "to nullify the VA gag rule and to strike any such rule out of the regulations for other departments.

"Congress even in war time refused to adopt a similar proposal. Any administrative officer could shield himself from public scrutiny or criticism by simply labeling the information as 'confidential'.

"If the VA directive is made effective to all Federal agencies, no person in the Federal Government could give information to the press without fear of grave reprisals from his superiors."

The President's Committee on Civil Rights pointed out that "in a free society there is faith in the ability of the people to make sound, rational judgments. But such judgments are possible only where the people have access to all relevant facts and to all prevailing interpretations of the facts. How can such judgments be formed on a sound basis if arguments, viewpoints, or opinions are arbitrarily suppressed. The Committee reaffirms our tradition that freedom of expression may be curbed by law only where the danger to the well-being of society is clear and present.

Emphasizing that the "principle of disclosure" is the appropriate way "to deal with those who would subvert our democracy by encouraging disunity and destroying the civil rights of some groups," the committee noted that the FCC, among other agencies operates under a statute that requires it "to collect information about those who attempt to influence public opinion." It referred to disclosure of ownership and control of radio stations.

In its recommendations to the President, the committee recommended "enactment by Congress and the state legislatures of legislation requiring all groups, which attempt to influence public opinion, to disclose the pertinent facts about themselves through systematic registration procedures." It also urged Congress and the executive branch "to clarify loyalty obligations of Federal employes, and establish standards and procedures by which the civil rights of public workers may be scrupulously maintained."

No Soap

A LISTENER to WSYR Syracuse passed along a letter to that station which well mirrors the sentiment of some now denied the commercial aspects of radio. In the letter a soldier stationed in Korea stated . . . "You know I haven't heard any radio advertisements for a year or more. You don't know how you miss them until you can't hear them . . . The only advertisement we have on ours [radio] is 're-enlist in the regular Army today'."

TURNTABLE

TRANSCRIPTIONS • RECORDINGS • LIBRARIES

SAM BENUSSEN, member of KECA Hollywood transcription department, has been named head of transcription department.

CARDUMAN RADIO PRODUCTIONS Ltd., new Hollywood transcription firm, has packaged for its first production a 15-minute open-end woman's show featuring Jeanne Dunne and titled "On The Distaff Side." **ROBERT CARLSEN** is production manager.

WILL VOELLER, vice president of Universal Radio Productions, Hollywood, on a six weeks tour of Europe will investigate advances in the German tape recorder before returning to the U. S.

UNIVERSAL RECORDING Corp., Chicago, has announced release of new standard in lateral frequency records, at 78 and 33 1/3 r.p.m.; double sided, on Grade A unbreakable Vinylite.

WORLD BROADCASTING SYSTEM, subsidiary of Decca, has announced new transcribed feature library with "low cost name talent programs" for limited budget sponsors. Library will consist of over 2,100 individual selections and 1,800 scripts, including 1,404 15-minute continuities and musical programming for another 468 quarter-hour broadcasts. They will be either vertical or lateral.

WPEN Felt Patches

TIEING-IN with the current juvenile craze for wearing felt patches, WPEN Philadelphia, is helping to promote its teen-age show, "950 Club," by distributing colorful felt patches. Patches are 4 inches in diameter, include the name of the student's high school, the words "Member-950 Club," a WPEN microphone, and carry the colors of the individual schools.

WORLD'S BEST TOBACCO MARKET

WBTM-FM

DANVILLE, VIRGINIA

32,000 WATTS

97.9 MEGACYCLES

GEORGE P. HOLLINGBERY CO.
National Representatives

WORLD'S BIGGEST TEXTILE MILLS

HE'S A LITTLE CUCKOO!

He runs like a streak but he never takes off! He's afraid of his shadow, yet he'll tackle a rattler without batting an eye! He's the "chaparral" of South Texas, distant cousin of the cuckoo. We think he is, a little!

THE MUTUAL STATION SERVING 2 NATIONS

LAREDO'S ONLY RADIO STATION ★ MUTUAL and TSN ★ REPRESENTED NATIONALLY BY JOHN E. PEARSON COMPANY

BUT WE'RE NOT!

Imagine a completely isolated market on the Pan American Highway, with a year-round population of over 100,000 in the nation's richest beef cattle country, with only ONE radio station to serve it, day and night!

That's us. People thought we were cuckoo at first, but we've proven ourselves otherwise! Now they know you can't cover Laredo without KPAB!

Another FIRST! We'll soon have KAIR in operation on 10,000 watts, Laredo's first and only frequency modulation station!

KPAB

LAREDO BROADCASTING CO.
Howard W. Davis, President
LAREDO, TEXAS

Miss Loretta St. Pierre
Campbell-Mithun Inc.
919 N. Michigan Ave.
Chicago 11, Ill.
Dear Loretta:
My you shoulda seen the fuss here t'other day. Some woman up an won a Hudson in the Kroger contest. Naturally our boys was in an out like a fiddler's elbow promotin' like mad. Pictures and especially a broadcast with the Lucky lady an' her Husband an whole lots of important lookin' people . . . we also used mike tags to promote the broadcast . . . Yep, sure was a beauty . . . the Promotion I mean. . . . Oh the lady was real perty too as was the car. But jest leave it to WCHS for takin' advantage of a opportunity for promotion . . . Just like that 5000 watts at 580 . . . Can't hardly turn around or give a listen without hearing or seeing it somewhere . . . and CBS Program is promoted just as good . . .

yrs.

algy.

WCHS
Charleston, W. Va.

WNAX
YANKTON – SIOUX CITY

OUR 25 YEARS DEVOTED TO WINNING LOYAL LISTENERS

PLUS

CONSTANT ATTENTION TO THE RADIO PREFERENCES AND BUYING HABITS OF OUR BIG MARKET MAKES YOUR ADVERTISING PAY ON WNAX

Member of Mid-States Group Represented by THE KATZ AGENCY

TIME SALES RISING, S & P SURVEY FINDS

INDICATIONS that radio time sales are picking up are disclosed in the current Standard & Poor's Industry Survey. The Survey, citing that earlier in 1947 several sponsored programs had been cancelled on more profitable evening hours, said, "Apparently . . . advertisers became more cost conscious."

Time sales were also said to have felt the effects of a seasonal slump during the summer.

However, S & P points to advertising as returning to the fall season with a noticeable improvement occurring with commercial billings now larger than in 1946. It is also noted that rates are higher and full-year 1947 revenues from the time sales will probably increase. At the same time, S & P reports "a much more marked rise in costs is narrowing margins. Wages are up sharply and talent and other operating costs are materially higher."

WHBF-FM Commences

FIRST FM station in quad-city area of Rock Island, Moline and East Moline, Ill., and Davenport, Iowa, began Oct. 28 when WHBF-FM, sister station of WHBF, ABC affiliate and *Rock Island Argus* owned outlet, took to the air. Initial operation was planned in conjunction with National Radio Week, according to Leslie C. Johnson, general manager. Station is on channel 255, 98.9 mc.

NETWORK ACCOUNTS

New Business

BROTHERHOOD OF RAILROAD TRAINMEN Nov. 15 begins for 52 weeks quarter-hour weekly show featuring Dorothy Fuldheim, lecturer and world traveler, on ABC, Sat. 5:45 p.m. Agency: William Von Zehle & Co., New York.

PETER PAUL INC., Naugatuck, Conn. (Mounds, Walnettos), Nov. 10 begins for 13 weeks sponsorship of Mon.-Wed.-Fri. segments of Robert F. Hurleigh news program, on MBS, Mon.-Fri. 8-8:15 a.m. (CST). Agency: Platt-Forbes Inc., New York.

Renewal Accounts

CALIFORNIA PRUNE & APRICOT GROWER'S Assn., San Jose (Sunsweet Tenderized Fruits), Dec. 14 renews for 52 weeks "Surprise Theatre With Knox Manning" on 13 CBS Pacific stations, Sun. 7:25-7:30 p.m. (PST). Agency: Long Adv. Service, San Jose.

PETER PAUL Inc., Naugatuck, Conn. (Almond Joy), Nov. 11 renews for 52 weeks "Bob Garred, News" on 13 CBS Pacific stations, Tues.-Thurs.-Sat., 7:30-7:45 a.m. (PST). Agency: Brisacher, Van Norden & Staff, San Francisco.

SWIFT CANADIAN Co. Ltd., Toronto (meats, dairy products), Oct. 27 renewed for one year "Breakfast Club" on 28 Trans-Canada network stations, Mon.-Fri. 9:15-9:45 a.m.; Nov. 3 renewed for one year "Courrier Confidences" on 3 CBC French network stations, Mon., Wed., and Fri. 10:15-10:30 a.m. Agency: J. Walter Thompson Co., Toronto.

EFFECTIVE radiated power of KAKC-FM Tulsa, Okla., has been increased 20 times by the use of a new, permanent antenna. Antenna is a 45-foot high Collins four-bay FM antenna, and was erected on top of the station's 250-foot KAKC-AM tower.

TECHNICAL

S. T. CARTER, formerly of Westinghouse Radio Stations headquarters engineering staff at Philadelphia, has been transferred to Portland, Ore., where he becomes a technical supervisor at KEX. First duties will include work on installation of the station's new 50,000-w AM transmitter.

ERNEST G. RUCKLE, former chief engineer of WCAP Asbury Park, N. J., and recently with WLAK Lakeland, Fla., has been named chief engineer of WALB Albany, Ga.

PAUL HUHNDORFF, former engineer with KTRH and KTHT Houston, has been named chief engineer of KLEE, new station under construction at Houston.

AL ZAMBACKIAN, formerly of WPUV Pulaski and WBTH Williamson, W. Va., has been named chief engineer of WTON Staunton, Va. He replaces **RICHARD TOLMIE,** who is now chief engineer of WTFM-FM Tiffin, Ohio.

HERMAN DAMSKY, formerly of the RCA Institute, has joined WTON engineering staff, replacing **JOSEPH HENDRICKS,** who resigned to join engineering staff of WXGI Richmond, Va.

J. W. BAIN, senior radio engineer of Dept. of Transport, Ottawa, heads Canadian delegation to Havana NARBA meeting. **HARRY DAWSON,** Toronto, manager and consulting engineer of Canadian Assn. of Broadcasters, and **W. G. RICHARDSON,** engineer of Canadian Broadcasting Corp., Montreal, make up rest of Canadian delegation.

HERB STEINMETZ, control room engineer at WHO Des Moines, is the father of a girl.

DR. FRANK G. BACK, physicist and inventor of Zoomar Lens, has left New York for California, according to announcement from Jerry Fairbanks Inc., New York. Dr. Back will visit television stations planning to purchase Zoomar Lens. He expects to return to New York in about eight weeks.

LEE W. CLIFFORD has joined engineering staff of WLAW Lawrence, Mass.

BILL COLLINS, chief engineer of CKNW New Westminster, and Phyllis Patterson have announced their marriage.

T. WEBSTER HITCHCOCK, formerly with engineering staff of WDRC Hartford and WBAL Baltimore, is convalescing at his home at Warehouse Point, Conn., following an operation.

MAURICE WYNN, engineer at WWL New Orleans, is the father of a boy.

A CAMERA designed specifically to make oscillographic recordings, manufactured for **DuMONT LABS** by **EASTMAN KODAK Co.,** has been introduced by DuMont as Type 271-A Oscillographic Record Camera, priced at $162.50. Compact 35mm camera with fixed focus f/3.5 coated lens and simplified shutter with time, bulb and 1/30 second, with cathode-ray tube observable through peep-hole at camera end of light hood, unit is said to be first commercially-available low-priced camera of its type.

ALLIED RADIO Corp., Chicago, has announced release of newly-designed Knight 20-w phono amplifier, specially adapted to high-fidelity reproduction from phonograph records, or AM or FM tuners. Amplifier with tubes is priced at $59.95 F.O.B. Details may be obtained from Allied Radio Corp., 833 W. Jackson Blvd., Chicago.

KRNT Des Moines has announced that new BTA-5F type RCA 5,000-w transmitter will be installed before first of year. Old transmitter equipment will be retained as auxiliary unit. Other equipment to be installed at KRNT include two 70-C RCA turntables and Hewlett Packard distortion and frequency measuring equipment. Two new 73-B RCA recording machines were recently installed.

BARKER & WILLIAMSON, Upper Darby, Pa., has developed new Sine Wave Clipper, providing test signal useful in examining frequency response and transients of audio circuits. Designed to be driven by audio oscillator, the clipper provides clipped sine wave. Complete information on new device is available from B & W.

FRANK PATTERSON, new to radio, has joined control room staff of CKSF Cornwall, Ont.

FRANK HOCKADAY has joined CJBQ Belleville, Ont., as transmitter attendant.

Television Permits

A PERMIT is required for erection of a television antenna in Baltimore, according to an announcement made by Paul A. Cohen, building inspection engineer for the city. He said that such permits could be obtained only by licensed electricians since the building code classifies antennae as electrical installations. Permits must also be gotten for installations previously completed without them, he added. Fee is $1.

"QUEEN FOR A DAY" program will be broadcast Nov. 10 to 14 from Convention Hall, Philadelphia, with usual Hollywood personnel in charge, including Jack Bailey, m.c. Program will be carried by WIP, Mutual outlet in Philadelphia, and studio audience will be visitors to Trailer Mfg. National Convention at the Hall.

Heard by most . . .
Preferred by most
in the BUYING Ark-La-Tex

KWKH
SHREVEPORT
50,000 WATTS
Represented by The Branham Co.

The Shreveport Times Station

DEBUT of FM service at WJTN-FM Jamestown, N. Y., was featured by appearance of ABC guests. The AM and FM operations are managed by Simon Goldman. Taking part in inaugural were (seated, l to r): Harold P. Kane, sales executive; H. R. Baukhage, ABC; Dean Kenneth G. Bartlett, Syracuse U. Radio Workshop; Ted Malone, ABC. Standing: Harold Kratzert, WJTN chief engineer, and Mr. Goldman.

MINIMUM DUPLICATION

Programming of New Arkansas FM Station, KUOA-FM, Aimed at Diversity From AM Schedule

POLICY of minimum duplication of the programs of its AM affiliate has been adopted by a new Siloam Springs, Ark., FM station, KUOA-FM, which took the air Oct. 11 with 2600 w on 105.7 mc. The new FM outlet also has departed from practices followed by many FM stations in two other particulars—it stayed off the air until its entire installation was completed, and instructions were given that its call letters were not to be mentioned on KUOA, "at least until listeners in the coverage area become thoroughly familiar with the benefits of FM."

Commenting on the decision to avoid AM-FM duplication as much as possible, Storm Whaley, station manager, said: "We feel that we must give listeners a reason besides technical quality for buying FM receivers." With this in mind KUOA-FM scheduled high school football games that were not being carried by any other station. Similarly it is carrying U. of Arkansas games, since its AM affiliate is broadcasting Army games through Mutual.

In the first ten days of KUOA-FM's operation, with a schedule from noon until 10:15 p.m., KUOA and KUOA-FM duplicated an average of only two and a half hours daily, Mr. Whaley said.

Although KUOA-FM had had its transmitter for six months and could have gone on the air with a temporary antenna at any time, it made what Mr. Whaley described as a "difficult decision" to wait until the entire installation was complete because "we felt that if we should go on the air with a weak or inefficient signal our FM station might be lost in negative impressions and 'I-told-you-so's.'"

With reference to the policy of avoiding mention of KUOA-FM call letters on KUOA, Mr. Whaley said: "Many people unaware of frequency modulation's benefits have mistakenly gotten the idea they were listening to FM when they heard the 'double station break' used by many other stations."

FOR MORE LISTENERS PER DOLLAR
IN NEW ENGLAND'S 3rd LARGEST CITY
it's

WNEB

WORCESTER MASSACHUSETTS

Represented By

Adam J. Young Jr., Inc. *and* Kettell-Carter

Proposed Decision Issued to Skyland

Dayton Corp. Applies for 5 kw Fulltime on 980 kc

PROPOSED decision was adopted last week by FCC looking toward grant of the application of Skyland Broadcasting Corp. for a new standard station in Dayton, Ohio, on 980 kc with 5 kw fulltime, directional.

The decision proposes to deny the mutually exclusive requests of WTOL Toledo to switch from 250 w on 1230 kc to 5 kw on 980 kc and Ohio-Michigan Broadcasting Corp. for a new station in Toledo on that assignment. The now ex-Chairman Charles R. Denny and Comr. Robert F. Jones did not participate in the decision.

The proposed grant to Skyland is subject to the condition that Ronald B. Woodyard, president and 17% owner, sever his relationship with WIZE Springfield, Ohio, within 90 days. The proposed Dayton station would overlap 100% in rural service and 90% in urban service with WIZE, 45% owned by Mr. Woodyard, according to the report.

Favor of Skyland over the other applicants was based upon a more efficient use of the frequency in Dayton than in Toledo, FCC stated. Skyland would provide primary daytime service to about 937,000 more people than either Toledo applicant. However, it would serve some 48,000 less nighttime, FCC found.

Daytime Interference

While not considered adversely to the Toledo applicants, apparent excessive daytime interference to CFPL London, Ont., in violation of the North American Regional Broadcasting Agreement was noted by the Commission. It was stated Canada informally had advised it would have no objection to the Dayton operation, which also would cause some interference. The case was not decided on this issue, FCC said.

Ownership of the new applicants:

Skyland Broadcasting Corp.—Principals: Ronald B. Woodyard, active in radio since 1934 and 44.8% owner WIZE Springfield, Ohio, president; Loren M. Berry, owner L. M. Berry & Co., telephone directory advertising sales firm, and minority owner of FM applicants for Elyria and Columbus, Ohio, vice president; J. F. Gallaher, 65%-owner Gallaher Drug Co., Dayton, secretary-treasurer; Gustav Hirsch, Columbus, Ohio, consulting electrical engineer, director. Each holds 17.48%. Remaining interest divided among 10 other local individuals.

Ohio-Michigan Broadcasting Corp.—Principals: Lynne C. Smeby, Washington consulting radio engineer, president and owner 2,334 shares; Harold J. True, newscaster WWJ Detroit, vice president and proposed general manager and owner 2,333 shares; Nicholas J. Walinski, attorney, secretary-treasurer and owner 2,333 shares; Electric Auto-Lite Co., owner 3,500 shares. Firm has authorized 15,000 shares common no par, stated value 10c per share, and has issued 10,500 shares. Electric Auto-Lite to loan $150,000 at 4% per annum for seven years and would participate in management.

RCA TUBES

The Standard of Comparison in Broadcasting

High-Power Air-Cooled Tubes

Nothing like them for on-the-air dependability. Nothing like them either for maximum hours of service for every dollar you invest.

And for good reasons.

The ever-increasing demand for air-radiator tubes . . . tubes pioneered by RCA, enables us to build them in quantity to surprisingly close tolerances—through improved manufacturing techniques and thorough quality control.

Choice of types? A wide line in all power classes, including the well-known RCA-7C24, 891-R, 892-R, and 9C22.

For greater tube economy in your high-power amplifiers and modulators, buy RCA's . . . confidently. For information on tubes of all types for broadcast services, write RCA, Sales Division, Section P-36K, Harrison, N. J.

The Fountainhead of Modern Tube Development is RCA

TUBE DEPARTMENT
RADIO CORPORATION of AMERICA
HARRISON, N. J.

SPONSORS

PHILCO DISTRIBUTORS Inc., New York metropolitan distributors of Philco radio and television receivers and home appliances, started sponsorship Nov. 6 of an extensive spot announcement campaign on WNEW and WMCA, both in New York. Advertiser will use 73 announcements weekly on WNEW and 102 announcements weekly on WMCA. Contract, placed through Sternfield-Godley, New York, is for 52 weeks.

KAISER-FRAZER Corp., Willow Run, Mich., in line with policy of further expansion in radio field, has contracted through Swaney, Drake & Bement, Chicago, for three-hour Sunday period of miscellaneous entertainment on WIND Chicago, independent station, beginning in mid-December.

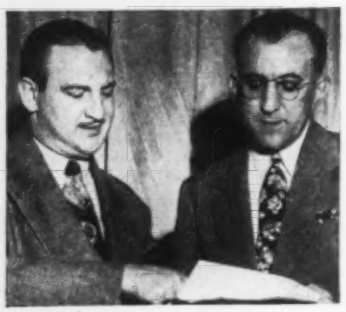
RCA-VICTOR DISTRIBUTING Corp., Chicago, has bought "Junior Jamboree," hour-long, five-days-weekly show on WBKB, Chicago video station. **LEO J. MEYBERG**, Los Angeles, RCA-Victor distributor on West Coast, has bought "Uncle Phil," ten-minute show on KTLA, Los Angeles television station. Sales are reportedly for purpose of demonstration to boost video receiver sales.

CLARIDGE FOOD Co., Flushing, L. I. (packers of meat products), has appointed Al Paul Lefton Co., New York, to handle advertising. Radio will be used.

GOLDWARE EXCHANGE, New York (diamond and gold buying service), has appointed Lew Kashuk & Son, New York, to handle the account. Radio will be used, but definite plans are not yet formulated.

NATIONAL BISCUIT Co., New York, has appointed McCann-Erickson to handle all local Pacific Coast advertising for company in addition to national advertising which the agency has been placing.

PUBLIX SHIRT Corp. (TruVal Shirts), will sponsor one-minute and 30-second spot announcements prior to New York Yankees and New York Giants baseball games in 1948 over local New York stations, and before Washington Senators games over WWDC Washington. Other markets for 1948 campaign are being negotiated. Campaign will begin in April, running through the baseball season. Firm's advertising manager is **PETER ZANPHIR**, who will handle the business direct.



FIRST radio script ever sponsored by J. & F. Schroth Co., Cincinnati meat packing firm, is examined by Nelson King (l) of WCKY Cincinnati and William Schroth, president of the packing firm. Schroth Co. is sponsoring a series on WCKY titled "The Fountain Speaks," [BROADCASTING, Oct. 13] dramatizations of Cincinnati's famous Fountain Square. Sponsor also bought a series of spots.

COLGATE-PALMOLIVE-PEET Co., Jersey City, has appointed Lennen & Mitchell, New York, to handle advertising for Lustre-Creme Shampoo [BROADCASTING, Oct. 20].

AMERICAN TOBACCO Co. expanded its video coverage of Army-Notre Dame game last Saturday, to include WNBT New York, as well as WBKB Chicago. Latter telecast was live on Saturday afternoon, as usual. Telecast on WNBT is on films made Saturday by NBC newsreel cameramen and flown to New York for editing and processing before their presentation on WNBT tonight (Monday). Saturday WNBT telecasts live the Navy-Georgia Tech. game, also sponsored by American Tobacco Co. for Lucky Strike cigarettes. Agency: N. W. Ayer & Son, New York.

YOUTH-KIST PRODUCTS Co., Chicago (cosmetics), has appointed Schoenfeld, Huber & Green, Chicago to handle advertising on all products. Company will embark on radio campaign shortly, covering number of midwestern markets.

MUTUAL BENEFIT HEALTH & ACCIDENT Assn., Omaha, has appointed Ruthrauff & Ryan to handle advertising effective Nov. 15. Account was formerly handled by Arthur Meyerhoff & Co., Chicago. Association sponsors "Gabriel Heatter Show" on MBS, Sun., 7:30-8 p.m.

CHALLENGE CREAM & BUTTER Assn., Los Angeles (dairy products), Oct. 24 started total of 15 announcements weekly on KWG KGDM KTRB. Contracts are for 13 weeks. Agency: Ross Sawyer Adv., Los Angeles.

B-B PEN Co., Los Angeles (ball point pens), has appointed Foote, Cone & Belding, that city, to handle national advertising.

PACIFIC CHEMICAL Co., Los Angeles (Hy-Pro bleach, Pronto household products), has appointed Raymond R. Morgan Co., Hollywood, to handle national advertising. Radio will be used.

COAST VAN & STORAGE Co., Los Angeles, has appointed Irwin-McHugh Adv., Hollywood, to handle regional advertising, with radio contemplated in near future.

PIG 'N WHISTLE Corp., Los Angeles (California restaurant chain), recently started spot announcement schedules on KNX KECA KHJ Hollywood. Contracts are for 52 weeks. Agency: Brisacher, Van Norden & Staff, Los Angeles.

APPALACHIAN COALS Inc., Cincinnati coal marketing agency, has appointed Haehnle Adv., that city, to conduct long-range public service program. Agency announces that radio schedule will consist of 52-week news commentary by Alvin Helfer, originating in Cincinnati and fed each evening, Mon.-Fri., to about 75 stations over one of the major networks.

PARLIN LILLARD, who has held various executive sales positions with General Foods since 1937, has been named sales promotion manager for General Foods Sales Div., New York.

PHILIP J. KELLY, former vice president of Lennen & Mitchell, New York, has been appointed director of advertising and promotion for National Distillers Products Corp., effective today (Nov. 10) He replaces **L. M. HICKSON**, resigned.

EDGAR F. HURFF Co., Swedesboro, N. J. (food products), started 13-week test campaign last week on its beans and pork and tomato sauce, in four Connecticut cities. Singing weatherman spot is being used in both morning and afternoon, five days a week, over WTHT Hartford, WATR Waterbury, WICC Bridgeport and WELI New Haven. Agency: Roy S. Durstine Inc., New York.

BATES FABRICS, New York, in connection with John Wanamaker, New York department store, sponsored one-time half-hour telecast on WABD New York, Nov. 5. Program was fashion show of both winter and summer dresses, featuring Mme. Louise Brune. Mark Larkin handled publicity and promotion for telecast.

VESS BEVERAGE Co., St. Louis (Vess Cola), in addition to spot campaign, is now co-sponsoring "Brush Creek Follies" on KMBC Kansas City, Sat. 9:30-10:15 p.m. Contract is for 26 weeks. Spot announcements, newspaper and billboards are being used to promote show.

THE MENNEN Co., Newark, N. J. (men's toiletries), will begin extensive foreign campaign of 15-minute transcribed dramatic shows, and 30-second and one-minute spot announcements in 12 or more foreign countries, effective Jan. 1, and running for 52 weeks. The 15-minute shows will be aired three times a week. Agency: Irwin Vladimir & Co., New York.

E. L. STAFFORD, member of sales organization of Ben-Hur Products Inc., Los Angeles, for past 14 years, has been named sales manager of firm's grocery division as well as its northwest subsidiary, Closset & Devers. He replaces **W. B. MASSIE**, resigned.

CELLA VINEYARDS, Fresno, Calif. (wine), has appointed McNeill & McCleery, Los Angeles, to handle national advertising.

DENNISON'S FOODS, Oakland, Calif. (Dennison's Catsup and Chili Sauce), has launched a radio campaign on large number of stations in major markets of the country. Approximately 3,000 chain breaks and one-minute spot announcements are being used. Agency: Johnson Adv., San Francisco.

HERBERT N. FRANK, former manager of distribution planning of General Foods Sales Div., New York, has been named assistant to **WESBY R. PARKER**, general manager of company's sales division.

TEXSUN CITRUS EXCHANGE, Weslaco, Tex. (citrus fruits), will use 50 to 60 radio stations in major markets for spot transcriptions of Hollywood players testifying to the goodness of Texsun grapefruit juice. Agency: Grant Adv., Dallas and Weslaco, Tex.

ROSEFIELD PACKING Co., Alameda, Calif. (Skippy Peanut Butter), has renewed for one year "Skippy Hollywood Theater" on KFI Los Angeles, KOY Phoenix, KSUN Bisbee and KTUC Tucson. Agency: Garfield & Guild, San Francisco.

LEKTROLITE Corp. of Canada Ltd., Toronto (lighters), is using spot announcement campaign in eastern and western Canada. Agency: F. H. Hayhurst Co. Ltd., Toronto.

CANADIAN SHREDDED WHEAT Co., Ltd., Niagara Falls, Ont. (Shreddies), has started five minute transcribed sportscasts five days weekly on a number of Canadian stations. Agency: Cockfield Brown & Co., Toronto.

WALTER THORNTON of Canada Ltd., Toronto (model agency), has appointed Garry J. Carter of Canada Ltd., Toronto to handle advertising. Plans for radio campaign are underway.

EDWARD J. O'LEARY, former president of Somerset Importers Ltd., New York, has joined Schenley Import Corp. as president, and **THEODORE C. WIEHE**, former president of Schenley Import, has become chairman of the board of that firm.

TRAV-LER RADIO Corp., Chicago (Trav-ler radio and electric phonographs), has appointed J. T. Crossley Co., Los Angeles, to handle advertising in So. Calif. and Ariz.

DON McAULIFFE, formerly of Russell P. Ostrander Adv., Los Angeles, has been appointed advertising manager for Columbia, San Francisco and Hollywood apparel stores. Radio will continue to be used.

PHONOVISION Corp. of America, Los Angeles (record players), has appointed Allied Adv. Agencies, Los Angeles, to handle advertising. Radio will be used.

KING KAR SUTTON, Columbus, Ohio (used cars), Nov. 15 starts heavy transcribed announcement campaign on WBNS WCOL WHKC WIZE WRFD WMRN WMAN WLOK WFIN, with other stations to be added. Contracts are for 52 weeks. Agency: Harry J. Wendland Adv., Los Angeles.

SACHS QUALITY STORES, New York, through its agency, William Warren Agency, New York, effective Nov. 5 started sponsorship of nine quarter-hour musical programs weekly on WQXR New York. Contract extends until Christmas Day. Firm also sponsors programs on WMCA and WEVD New York.

PIERCE'S PROPRIETARIES Inc., Buffalo, has started five minute transcribed program daily on a number of Canadian stations. Agency: F. H. Hayhurst Co., Toronto.

CONSOLIDATED LAUNDRIES Corp., New York, signed with WNEW New York, for total of five and a half hours of air time a week exclusive of spot announcements, started Nov. 3.

Here's The Picture In
ROCHESTER
The Kodak City

	STATION WHEC	STATION A	STATION B	STATION C*	Others
MORNING INDEX 8:00-12:00 A.M. Monday through Friday	43.6	22.1	19.0	12.3	3.0
AFTERNOON INDEX 12:00-6:00 P.M. Monday through Friday	43.1	30.2	13.9	11.5	1.3
EVENING INDEX 6:00-10:00 P.M. Sunday through Saturday	40.1	37.4	16.5		6.0

(*Broadcasts till Sunset Only)

REPORT FOR PERIOD AUGUST-SEPTEMBER, 1947
Authority—C. E. HOOPER, INC.
"Station Listening Index"

WHEC — ROCHESTER, N.Y.
CBS
5,000 WATTS
National Representatives
J. P. McKinney & Son
New York, Chicago San Francisco

COLLINS SALUTES KWPC

George J. Volger (right), General Manager of KWPC, Muscatine, Iowa, receives congratulations from H. O. Olson, Collins sales representative for Iowa, Missouri, Illinois, Wisconsin and Minnesota.

The Collins 26W-1 Limiting Amplifier, an important link in KWPC's audio chain, is recommended for use in any AM or FM installation to control the amplitude of audio frequency peaks, thus preventing overmodulation and the accompanying distortion and adjacent channel interference. It performs with equal satisfaction in recording equipment and high quality P. A. systems.

Collins Supplies Entire Stations

In addition to the 250 watt 300G transmitter* shown above, most of the speech equipment and accessories installed in KWPC were also furnished by the Collins Radio Company.

It is wise to depend on us for your entire equipment, for you are thus assured of uniformly high performance every step of the way from the microphone to the antenna.

Whatever your plans—whatever your needs for an AM or FM station of any power from 250 watts to 50 kw, be sure to get our recommendations before making your decision.

*We are now shipping Collins 300G 250 watt transmitters from stock.

FOR BROADCAST QUALITY, IT'S . . .

COLLINS

COLLINS RADIO COMPANY, Cedar Rapids, Iowa

11 West 42nd Street, New York 18, N. Y. **458 South Spring Street, Los Angeles 13, California**

IN LISTENERS... In Western New York they have the WHAM listening habit. WHAM programs are tops in audience preference.

●

IN COVERAGE... WHAM with its 50,000 watt clear channel signal gives you not just Rochester, not just Monroe County but ALL of the rich Western New York market . . . *43 county coverage.*

●

IN AUDIENCE BUYING POWER... WHAMland's industries are non-seasonal, its farms richly productive. It's a land of prosperous home-owners with money to spend.

Write for your copy of

WHAM
MARKET DATA

WHAM
ROCHESTER, N. Y.
50,000 Watts • Clear Channel
NBC AFFILIATE
National Representative
GEORGE P. HOLLINGBERY CO.
"The Stromberg-Carlson Station"

WILLIAM L. SHIRER (center), commentator and author, who returns to the air over MBS on a sustaining basis Nov. 30, discusses terms of a contract for sponsorship of his Sunday afternoon (1-1:15) series by the Piedmont Shirt Co. (Wings shirts) beginning Jan. 4, 1948. Program will be carried by more than 200 Mutual stations. L to r: Bernard Aron, sales and advertising manager for Wings shirts; Shepard Saltzman, president of the shirt company; Mr. Shirer; Joseph Kleinberg, shirt firm's vice president; Harry Trenner, vice president in charge of radio for William Weintraub Co., advertising agency handling the account.

CAB Independents Urge CBC to Allow More Stations on Canadian Networks

INDEPENDENT Canadian broadcasters on Oct. 30 urged Canadian Broadcasting Corp. to take early action on allowing more stations on Canadian networks, or face the alternative of network sponsors choosing other forms of radio advertising. At a joint meeting of committees of Canadian Assn. of Broadcasters and CBC, CAB delegates pointed out that as a result of a survey made in recent months, network advertisers and advertising agency executives want to have additional markets available through network stations.

CAB recommended to CBC board of governors that "the policy in relation to supplementary stations on either of CBC's two networks, be one of approval to applicant stations. This need create no problem for the CBC, since it must be by the efforts of the supplementary station, and not the CBC's commercial department, that the facilities of the supplementary station must be sold."

Restriction Is Seen

CAB brief pointed out "that any action by the CBC to restrict the appearance of further supplementary stations, or to curtail existing supplementaries can only result in serious financial losses to CBC. This is prompted by what our committee has been told by existing network advertisers, some of whom have indicated very strongly and positively that, if supplementaries are restricted or curtailed, they will discontinue certain of their present network advertising, and employ other forms. It is obvious that only relatively few network advertisers need pursue this course before the financial losses accruing to the networks would be literally staggering. With supplementary markets available to the advertiser, however, the status quo of the network revenue seems assured."

CAB also showed that as a result of listener surveys, curtailment of popular networks in Canada, through advertisers dropping them, would bring Canadian listeners to tune in American stations along the border, a prevalent practice in southern Ontario.

CBC is taking the matter into consideration and making a survey of conditions so as to present the entire problem to the forthcoming meeting of the board of governors at Ottawa, Nov. 24-27. Decision is expected to be made at this meeting, as CBC also realizes that problem is urgent, and survey by CAB was made at suggestion of CBC board of governors when independent stations brought subject up at Calgary meeting in September.

Attending the meeting for CBC were A. D. Dunton, chairman of board of governors; Dr. A. Frigon, general manager; E. A. Weir, commercial manager; Walter Powell, assistant commercial manager, E. L. Bushnell, program director-general; George Young, station relations supervisor; W. G. Richardson, engineering department; and Charles Jennings, supervisor of programs. CAB was represented by A. M. Cairns, CFAC Calgary; Ken Soble, CHML Hamilton; Gordon Henry, CJCA Edmonton; Guy Herbert, All-Canada Radio Facilities, Toronto; Bill Guild, CJOC Lethbridge; Ralph Snelgrove, CFOS Owen Sound; and Doug Scott, CAB director of broadcast advertising, Toronto.

GATES OPENS CAPITAL OFFICE, DISPLAY ROOM

OPENING of a suite of offices and a display room on the tenth floor of the Warner Bldg. (formerly the Earle Bldg.) in Washington, D. C., has been announced by the Gates Radio Co., whose main factory is at Quincy, Ill. On exhibit in the display room are transmitters, speech equipment, transcription turntables, remote equipment and other items used by broadcasters, Parker Gates, president of the firm, stated.

Consolidation of the firm's New York office with the Washington office also was announced by Mr. Gates. Owen McReynolds, formerly in charge of the New York office, has been assigned to management of the Washington office (telephone numbers MEtropolitan 0522 and 0523). Mr. McReynolds had been a development engineer in the Gates engineering department at Quincy for several years before his transfer to New York in 1945.

Also assigned to the Washington office is Larry Cervone, who has been in charge of New England sales for Gates.

The company maintains an office in Hollywood also, and has distributing branches in most major cities. Gates equipment is sold overseas by Westinghouse Electric International Co.

NEW 50-kw transmitter of CJBC Toronto is now nearing completion at same location as CBL Toronto, also 50-kw. Testing of new transmitter is expected to start early in 1948. Present 5-kw transmitter, transmitter house and site, are expected to be sold, according to Dr. A. Frigon, CBC general manager. Transmitter house of new 50-kw CBX Lacombe, Alta., is also nearing completion, according to latest CBC reports. No date has been announced yet as to when transmitter will be installed or go on the air on 1010 kc.

WMPS
MEMPHIS
YOU CAN HEAR THE DIFFERENCE
68 *On Your Radio*

10,000 W DAY TIME
5,000 W NIGHT TIME

REPRESENTED BY
TAYLOR • HOWE • SNOWDEN
Radio Sales

PROGRAMS

NEW FEATURE of "The Hobby Club of the Air" program, sponsored by Rice's Bakery on WFBR Baltimore, is the "Treasure Chest," aired Sat. 10-10:30 a.m. Accurate replica of pirate's chest is set on the stage in the studio against backdrop depicting pirate scene. Stage is covered with simulated "beach," with chest partly buried and huge padlock dangling on latch. One child is chosen from audience each week to try to open the chest, trick being that he or she has but 30 seconds to find right key on a ring of many keys. If youngster successfully opens chest, he gets all the treasure inside—about 25 prizes including roller skates, radio, etc. If he fails, he gets silver dollar and loaf of sponsor's bread, and more prizes are added to chest for next applicant.

SEATED in the "Astra Dome" of the Train of Tomorrow, Mrs. Ruth Neuhaus of KFAB Omaha interviews Ralph Budd, president of the Burlington Lines. Interview was made as the new glamor train traveled between Creston, Iowa, and Omaha. Radio and the press, along with officials from General Motors, designers of the train, made the run.

Plugs Quality

DESIGNED to promote quality rather than product, a club emblem rather than an individual dealer, "Candlelight and Silver," weekly transcribed music show, is heard on WSAV Savannah, under sponsorship of Savannah Paint and Varnish Club. Club is composed of local dealers in paint and allied products, who believe that "good quality is good business." Program started during latter war years, when dealers felt that public should be educated on facts about good and bad paints. Program is aired Sunday night with music slanted toward home-owning audience. Commercials plug buying of good paint rather than mentioning specific dealer. Closing spot gives list of Savannah Paint and Varnish Club members and urges listeners to look for the club emblem in dealer's window. "Candlelight and Silver" has been running on WSAV for over two years.

'Victor Varieties'

DAYTIME VIDEO got a big boost in Washington recently when "RCA Victor Varieties" started on WNBW, NBC's Washington television station. With five-hour weekly schedule of 4-5 p.m. on Tues., Wed. and Thur. and 3-5 p.m. Friday, series is sponsored by Southern Wholesalers Inc., Washington distributor for RCA Victor, in cooperation with dealers in the area for whom show will provide suitable daytime programs for demonstration purposes. Tuesday program is "Film Features" with cartoons, educational films and shorts. Wednesday show is film program and Thursday program is designed for women with fashion show and variety acts. Sport feature of week is the televising of Washington high school football games on Friday. "RCA Victor Varieties" is an NBC television package produced under supervision of Jeffrey Abel and Robert Maurer of Henry J. Kaufman & Assoc., Washington agency for Southern Wholesalers.

Labor Feature

LABOR'S VIEWS on current issues are presented in series of six transcribed quarter-hours, titled "It's Up to You," produced by Pax Productions, San Francisco, and being offered for sponsorship by local labor unions or councils of an affiliate. Series features views on Taft-Hartley Law, housing situation, Un-American Affairs Committee and other controversial issues. Cost of series is $180.

FM Quiz

GRAND PRIZE of new weekly quiz show on WCSI (FM) Columbus, Ind., is an FM radio, which conveniently serves as promotion for the station, also. New series titled "Quiztime," is aired from stage of local theatre each Tuesday at 7:30 p.m., with Paul Wagner, WCSI general manager, as m.c. Contestants for the 15-minute show are picked from theatre audience. Silver dollars and theatre passes are awarded as consolation prizes.

Sports Education

SPORTS DEMONSTRATIONS, from wrestling technique to football formations, are telecast over W8XCT, experimental video station of Crosley Broadcasting Corp., Cincinnati, as educational features preceding each athletic event televised by the station. Red Thornburgh, director of sports for W8XCT, directs the demonstrations. Fifteen minutes before telecast of wrestling matches begin, Mr. Thornburgh climbs into the ring and offers commentary as two wrestlers demonstrate typical holds and techniques for the video audiences. Preceding football telecasts, rival coaches face the cameras and with large charts, mark arrows to show different plays. Station reports favorable comment from viewers who appreciate the pre-game instructions.

Voice Analysis

UNIQUE program series offering telephone voice analysis service has been started on WWRL New York, three times weekly, sponsored by Maurice Dreicer, speech analyst. Known as "The Speechmaster," show is heard Tues. Thurs., and Sat. 11:55 p.m.-12 midnight. Mr. Dreicer, who appears on the program, analyzes the telephone voices of listeners for a $2 fee.

WEAM 'Profiles'

LEADING NATIONAL personalities are subjects of "Washington Profile" program, heard on WEAM Arlington, Va. Charles Parmer, news analyst, conducts new series which is aired Sat. 4:45 p.m. Mr. Parmer times his subjects with current news. He presented story of Senator Taft the day following announcement of his candidacy for President.

Mystified Mystic

MAGICIAN FRAKSON, now playing at Minneapolis' Hotel Radisson, has very little faith left in radio. Climax of his act comes when he turns on table model radio, spreads a cloth on it, lifts cloth, and radio is gone. Each night he had been tuning in WCCO Minneapolis, getting late record show emceed by Clellan Card. Recently he covered the radio as usual, only to hear: "Hey, Frakson, get that rag off the radio—you're suffocating me." Audience thought it was part of the act, but Mr. Frakson was very confused, until he learned that an orchestra member had called WCCO and given Mr. Card his que. Next night, WCCO again crossed up the magician. He tuned in the station for the regular record show, and got instead, "This is Cedric Adams with the WCCO noontime news." That was too much! Even the station's explanation that it was airing a special program for radio week, dramatizing WCCO's early days, failed to comfort Mr. Frakson. He's through with radio.

Video Explained

VIDEO EXPLANATION of television is theme of "Eye Witness," new series which started Nov. 6 on WNBT, NBC New York television station. Sponsored by RCA, series is announced by Ben Grauer of NBC special events department. First program began with pickup from WNBT's transmitter atop New York's Empire State Bldg., where Dr. C. B. Jolliffe, executive vice president in charge of RCA Labs Div., was interviewed. Future programs will take viewing audience on visit to NBC's video studio 3-H, to mobile unit pickup and to RCA Exhibition Hall. Garry Simpson of NBC's video production staff is directing series.

Car Auction

AUCTION of an automobile by radio is feature of new program bought by Leonard Derringer Inc., automobile dealers, Philadelphia, over WPEN Philadelphia. Program, titled "Going Going, Gone," will be heard Sundays for two-and-three-quarter hours and will consist of newest record releases, news, up-to-minute sports results and the radio auction with listeners calling in their bids by phone. Deal was set through Brooks & London, Philadelphia.

Chinese Celebration

CELEBRATION of Chinese Independence Day was observed by Chinese students at U. of Colorado with an "East Meets West" program over KBOL Boulder. Studio was decorated in western American motif, and students presented traditional musical numbers of their country. Their presentation of the history of China's independence was augmented with musical background of the ho-chin, 2,000-year-old Chinese violin. Members of radio production department of the university aided the Chinese students in presenting the program. The students came to the U. of Colorado from China recently for graduate study.

Comics Dramatized

DRAMATIZATION of the comics which appear in the San Francisco Examiner is presented weekly on KPO San Francisco, under sponsorship of the paper. Titled "Comic Weekly Man," program is aired Sun. at 8 a.m. (PST) and uses music and sound effects to aid in presenting the comics. Promotional tie-up has been worked out between the paper and the station, and KPO is repaid for the show with publicity in the Examiner.

CBS has announced that its documentary "Fear Begins at 40," which dramatized problems which begin with middle age in an hour-long broadcast Oct. 28, has brought more public praise and requests for script copies than any one of the preceding shows in the series.

'OPERATION DIKE'
Station Aids in Emergency Flood Action

IN FORT PIERCE Fla. there is a dike which holds back a wall of water eight feet deep. Behind this dike there is a town and 40,000 acres of citrus trees and tomato fields. This dike broke at 8:30 a.m. Oct. 18 under the pressure of the torrential rains and hurricanes with which Florida has been cursed this fall.

At 8:25, WIRA, The Indian River Broadcasting Co.'s out let in Fort Pierce received the news of the break. What followed is another bright chapter in the history of radio public service. Within an hour repeated appeals on WIRA had produced 1500 men to work on repairing the break. WIRA broadcast pleas for specific pieces of mechanical equipment — for draglines, shovels, sand bags, electric generators and lights.

Twelve hours later, at 8:20 p.m., the break was plugged. Throughout the entire day WIRA acted as communications center for the job. City police, the Florida State Highway Department, the Red Cross, the local Merchant's Association and North St. Lucie River Drainage District officials were unanimous in their praise of the work of WIRA's staff in the emergency.

The 1948 YEARBOOK

NOW...in production

16,000 CIRCULATION Guaranteed

December 1 deadline

14th CONSECUTIVE YEARBOOK

The tested selling medium for all in the radio field

Regular rates apply

WIRE YOUR RESERVATION

Collect today to

BROADCASTING
The Weekly Newsmagazine of Radio
TELECASTING

NATIONAL PRESS BUILDING
WASHINGTON 4, D. C.

● **YOU NEED**

Only two types of PLUG-IN amplifiers...Type 116-A as a pre-amplifier or booster...Type 117-A as a program amplifier, monitor, or booster.

Only two types of tubes, 1620's and 6V6GT's.

● **YOU SAVE**

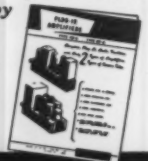
By conserving rack space.

By simplified maintenance . . . Just PLUG-IN a spare amplifier, should trouble occur.

● **YOU HAVE QUALITY**

These amplifiers are built to the Langevin standard of high quality performance...They exceed the FCC specifications for FM.

The complete story of "PLUG-IN Amplifiers by Langevin" is ready for you now in booklet form . . . write for it today.



The Langevin Company
INCORPORATED
SOUND REINFORCEMENT AND REPRODUCTION ENGINEERING
NEW YORK 39 W. 65 St. 23 - SAN FRANCISCO 1050 Howard St. 3
LOS ANGELES 1000 N. Seward St. 38

ACTIONS OF THE FCC

OCTOBER 31 TO NOVEMBER 6

CP-construction permit	**ant.-antenna**	**cond.-conditional**
DA-directional antenna	**D-day**	**LS-local sunset**
ERP-effective radiated power	**N-night**	**mod.-modification**
ST-studio-transmitter	**aur-aural**	**trans.-transmitter**
synch. amp.-synchronous amplifier	**vis-visual**	**unl.-unlimited hours**

October 31 Decisions . . .

BY COMMISSION EN BANC

TV—186-192 mc

Empire Coil Co. Inc., Cleveland—Granted CP new commercial TV station; Channel 9, 186-192 mc, 21 kw vis, 15 kw aur, ant. 725 ft.

FM Grants

Authorized cond. grant for one Class B FM station, granted three requests to vacate FM CPs and dismiss applications, authorized CPs two FM Class B stations and authorized CPs in lieu previous cond. for four Class A and 13 Class B FM outlets. See story BROADCASTING, Nov. 3.

Petition Denied

Matta Bcstg. Co. and Pittsburgh Bcstg. Co., Pittsburgh—Denied joint petition requesting Commission to grant without hearing respective applications for new Class B FM stations.

Order Vacated

Coastal Plains Bcstg. Co., Tarboro, N. C.—Adopted order vacating Commission's order of May 28, 1947, which set aside license granted by Commission on May 13, 1947 and vacated CP; further ordered reinstatement of all authorizations heretofore granted Coastal Plains Bcstg. Co. to operate 760 kc 1 kw D in accordance with actions of Court of Appeals.

Order Adopted

W. W. Roark, Kerrville, Tex.—Adopted order granting petition of W. W. Roark for dismissal of application with prejudice; dismissed as moot his amended petition of Sept. 2, 1947; and further ordered that application of Leonard B. Brown, Kerrville, Tex. be removed from hearing docket.

Modification of CP

KOH Reno, Nev.—Granted mod. CP for approval of DA system, subject to such interference as applicant may receive from pending application of KOOS.

Assignment of Licenses

Don Lee Bcstg. System, Los Angeles, San Diego, Santa Barbara, San Francisco and Hollywood, Calif.—Granted consent to assignment of licenses held by Don Lee Bcstg. System, Inc. to controlling company, Don Lee Holding Co. d/b as Don Lee Broadcasting System, on cond. that nothing herein shall be construed as finding upon renewal applications of any of stations involved herein or upon any of issues upon which any of said renewals have been heard.

Petition Granted

WSRS Cleveland Heights, Ohio—Granted petition for reconsideration and grant of application for mod. license to specify trans. site, ant. system, and studio location, subject to cond. that applicant satisfy all legitimate complaints of blanket interference occurring within the 250 mv/m contour; denied petition of WJBK Detroit for leave to intervene.

Order Adopted

Cardinal Bcstg. Co., Palo Alto, Calif.—Adopted order dismissing application for new station 990 kc 1 kw D without prejudice to refiling after decision has been rendered with respect to application of Pittsburgh Bcstg. Co. or after said application has otherwise been disposed of.

CP Issued

WWXL Peoria, Ill.—Authorized issuance of CP permitting it to commence construction in accordance therewith.

Hearing Designated

WBBZ Ponca City, Okla.—Designated for hearing application to change facilities of WBBZ from 1230 kc to 960 kc power from 250 w to 1 kw, install DA and new trans. and change trans. location, in consolidated proceeding with applications of WMMJ Peoria, Ill., et al.

E. E. Krebsbach, Williston, N. D. and Lewis Wiles Moore, Glendive, Mont.—Designated for consolidated hearing applications of Krebsbach and Moore both requesting new stations in Williston and Glendive, respectively, 1240 kc 250 w unl. and ordered that KDIX Dickinson, and KDLR Devils Lake, N. D., to be made parties to proceeding.

Utica Bcstg. Co., Utica, N. Y.—Designated for hearing application for new station 1230 kc 250 w unl. in consolidated proceeding with Hanna Bcstg. Co. and Utica Observer Dispatch et al.

Journal-Review, Crawfordsville, Ind.—Designated for hearing application 1340 kc 100 w unl. in consolidated proceeding with Wabash Bcstg. Co. Inc. and Richardson, Spring and Adair.

McMinnville Bcstg. Co. and Yamhill Bcstrs. Inc., McMinnville, Ore.—Designated for hearing application for new station 1260 kc 1 kw D in consolidated proceeding with application of Yamhill Bcstrs. Inc. seeking same facilities.

Hanover Bcstrs., Hanover, Pa.—Designated for hearing application for new station 1450 kc 250 w unl. time in consolidation with applications of Hanover Bcstg. Co. and Cavalier Bcstg. Corp.

Pellegrin & Smeby Detroit and Floral City Bcstg. Co., Monroe, Mich.—Designated for hearing in consolidated proceeding application of Pellegrin & Smeby 1440 kc 1 kw D with application of Floral City 1440 kc 250 w D.

Petition Granted

KPHO Phoenix, Ariz.—Granted petition of Phoenix Bcstg. Inc. for leave to amend, remove from pending file and designate for hearing in consolidated proceeding with applications of Radio Phoenix Inc. et al. KPHO's application to change frequency from 1030 kc to 910 kc, and operate with 5 kw unl. time.

Hearing Designated

Western Michigan Radio Corp., Muskegon, Mich.—Designated for hearing application for new station 1490 kc 250 w unl. in consolidation with applications of N-K Bcstg. Co. and Roy C. Kelley.

William J. Brennan, Jacksonville, Fla.—Designated for hearing application for new station 690 kc 5 kw D in consolidation with applications of Haygood S. Bowden and WTOC.

KRDU Dinuba, Calif.—Designated for hearing application of KRDU to change facilities from 1130 kc 250 w D to 1240 kc 250 w unl. in consolidated proceeding with San Joaquin Bcstrs. and Public Interest Bcstrs.

Bastrop Bcstg. Co. Bastrop and Frequency Bcstg. System Inc., Monroe, La.—Designated for hearing in consolidated proceeding application of Bastrop for new station 900 kc 1 kw D with application of Frequency Bcstg. System Inc. 900 kc 250 w D.

Brunswick-Island Bcstg. Co., Brunswick, Ga.—Designated for hearing application for new station 1340 kc 250 w unl. and made stations WHAN and WROD parties to proceeding.

Lynd Bcstg. Co., Newark, and Robert F. Wolfe Co., Fremont, Ohio—Designated for hearing in consolidated proceeding application of Lynd 1430 kc 500 w D with application of Wolfe Co. 1430 kc 1 kw D DA; and granted petition of WHK that Wolfe application be designated and WHK made party to proceeding.

Zanesville Bcstg. Co., Zanesville, Ohio—Designated for hearing application for new station 1340 kc 250 w unl. in consolidated proceeding with applications of The Mt. Vernon Bcstg. Co. et al.

Following actions were taken by Commission on dates shown:

Petition Granted

KFMB San Diego, Calif.—Granted petition requesting that Commission reconsider, remove from hearing and grant application; adopted order removing from hearing and granting application to change facilities of KFMB from 1450 kc 250 w unl. to 550 kc 1 kw DA-1 unl., subject to approval of proposed trans. site and ant. system by CAA, and subject further to such interference as may be received from KOY Phoenix in event its application is granted. Action taken Oct. 29.

Stock Change

WMAK Nashville, Tenn. — Granted consent to change in stockholdings of station WMAK, changing from negative to affirmative control on behalf of Frank M. Mayborn, resulting in his holding 75% of stock in company. (Comr. Durr not participating). Action taken Oct. 24.

License Renewal

Following stations were granted renewal of licenses for period ending Nov. 1, 1950: WWRL KXIF WSAY (*) WQBC (*) WRBL KLO KMLB WIRE (and aux.) KGCX WHK KIMA (*) WGES (*) WHOM KIDO WEAM (*) WACO WAKR KABR KCMO KEEN KOTA KRIG KTJS WALA WAWZ WHEC (and aux.) WMBG (and aux.).

WGNH Gadsden, Ala.—Granted renewal of license for period ending Aug. 1, 1950.

WSM-FM Nashville, Tenn.—Granted renewal of license for period ending May 1, 1948.

Temp. Extension

WEGO Concord, N. C.—Present license extended on temp. basis for period 30 days.

WBNX New York—Present license extended on temp. basis to Nov. 1, 1950 pending decision on application for renewal.

Licenses for following stations were extended on temp. basis for period ending Jan. 1, 1948: KATL KGEF KNEW KPBX KPMO KFJM KGLU WBAT WBYN (and Aux.) WCBC KWK WHBC WPAB WPRP KILO KINT KMED WFEA (and Aux.) KSWO WALB WKWF WMMW WRDW WWOD WWOK.

* Comr. Durr for hearing.

AM—800 kc

Sooner Broadcasting Co., Oklahoma City, Okla.—Granted CP new station 800 kc 250 w D.

AM—1010 kc

Mohawk Broadcasting Co., Mason City, Iowa—Granted CP new station 1010 kc 1 kw D; engineering cond.

Petition Granted

American Pacific Radio Broadcasting Co., Corona, Calif.—Adopted order granting petition requesting reconsideration and grant without further hearing of application and Commission removed from hearing docket and grant-

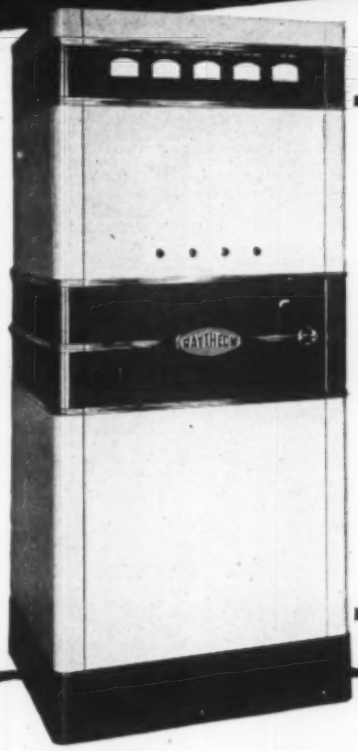
(*Continued on page 72*)

HONOR of turning first spadeful of earth for 230-ft. Wincharger tower and RCA 2-bay pylon which WLYN Lynn, Mass., is erecting went to Lynn's mayor, Albert Cole (r). Permittee of WLYN is Puritan Broadcast Service Inc., whose president, A. M. (Vic) Morgan (1) smiles approval. John W. Parker (center) is WLYN's chief engineer. WLYN, authorized 500 w daytime on 1360 kc, plans to take the air shortly.

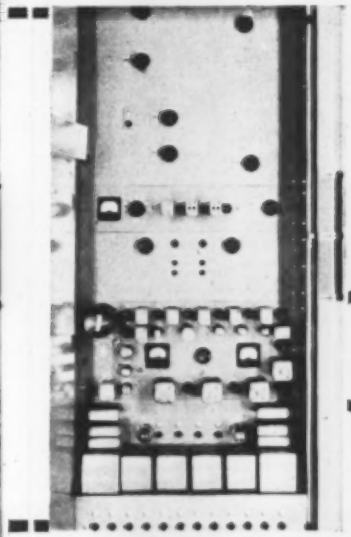
RAYTHEON'S 250 WATT FM TRANSMITTER

INCORPORATING THE NEW

Cascade PHASE SHIFT MODULATION



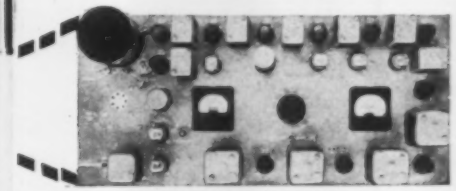
250 Watt FM Transmitter, also standard exciter unit for all higher power.



Thorough tests in actual competition with all other systems of modulation have proved the superiority of the Cascade Phase Shift Circuit—in signal quality, simplicity and dependability.

Raytheon's Cascade Phase Shift Modulation is a basically direct circuit which adds the phase shift of six simple stages to produce the required phase shift needed for high fidelity modulation—at an *inherently* lower noise level. This extremely simple circuit eliminates the major faults of other systems and brings important advantages never before possible (See features).

Carefully compare and you will buy Raytheon. *Place YOUR order now for Fall delivery.*



Above—Complete Cascade Phase Shift Modulator. Left—Front control panel of Transmitter.

YOU WILL WANT EVERY ONE OF THESE TEN IMPORTANT FEATURES . . . ONLY RAYTHEON CAN GIVE THEM TO YOU

1. **Simplified circuit design** thru the *Cascade* system gives stability and efficiency to Raytheon FM.

2. **Direct Crystal Control,** independent of modulation, gives positive and automatic control of the mean carrier frequency. No complicated electronic or mechanical frequency stabilizers are used. A single high quality crystal does the job.

3. **An inherently lower noise level** is achieved by Cascade Phase Shift Modulation which adds the phase shift of six simple stages.

4. **Very low harmonic distortion**—less than 1.0% from 50 to 15,000 CPS with 100 KC frequency deviation.

5. **Conservatively operated circuits** prolong tube life—prevent program interruptions.

6. **No expensive special tubes.** The modulator unit uses only inexpensive receiver type tubes of proven reliability.

7. **Unit construction.** There is no obsolescence to Raytheon FM Transmitters. Add an amplifier later to give the desired increase in power. All units are perfectly matched in size, styling and colors.

8. **Simple, very fast tuning.** Circuit can be completely tuned up in two or three minutes without external measuring instruments.

9. **Lasting economy.** Low first cost—low power cost—advanced engineering design—plus modern styling, guarantee years of satisfaction.

10. **Easy to service.** Excellent mechanical layout, vertical type chassis and full height front and rear doors make servicing fast and easy.

RAYTHEON MANUFACTURING COMPANY
Commercial Products Division
Waltham 54, Mass.

RAYTHEON
Excellence in Electronics

JACOB A. EVANS, former assistant manager of NBC sales promotion, has been named NBC audience promotion manager. Mr. Evans has been replaced in former job by **JOHN K. MONTMEAT.**

SAM L. LEVITAN, former sales promotion manager of KSTP St. Paul-Minneapolis since 1940, has been appointed director of operations and advertising counselor of WMIN St. Paul-Minneapolis. Mr. Levitan previously was with KDAL Duluth, in similar capacity. At WMIN, he will be in charge of merchandising and promotion, working with advertisers on promotion problems.

Mr. Levitan

DAVID LASLEY, advertising and promotion manager of KPO San Francisco, Nov. 1 was transferred to NBC's Central Division office, Chicago, in same capacity. He was succeeded in San Francisco by **ETHEL GILCHRIST,** who was transferred from the NBC New York office.

MURRY HARRIS, field promotion manager of WNBC New York, has been promoted to publicity director, replacing **BOB DAVIS,** resigned.

ALTON KASTNER, assistant editor of magazine section of NBC's Press Dept., has been promoted to column editor.

D. C. McARTHUR, news editor of CBC Toronto, has taken over duties as supervisor of Press and Information, in addition to his post as chief news editor. He replaces **WELLS RITCHIE,** resigned.

GLORIA WAKEFIELD, member of KRNT Des Moines promotion department, and **JIM CHARLTON,** newscaster at WHO Des Moines, have announced their marriage.

SIDNEY R. STEVENS, ABC Hollywood director of studio audience promotion, and Doris Baker were married Oct. 25.

Gourd Exhibit

DISPLAY of 430 gourds was viewed by a crowd of 1,179 people who visited Milwaukee's Radio City late last month, according to report from WTMJ. Exhibit was the climax of the Georgeous Gourd Contest which has been conducted on WTMJ by Gordon Thomas, m.c. of "Top O' The Morning" program. Last spring, for the fifth year, Mr. Thomas mailed packets of gourd seeds free to listeners on request. Last year he added to this by starting the contest and exhibit. Listeners who grow gourds now are given the chance to show their harvest and their ingenuity in making novelties with gourds. Prizes amounting to $100 were awarded in two contests; one for longest gourd of best quality, and one for most unique gourd novelty.

Join Parade

PARADE by local high school preceding recent football game was scene of promotion stunt for WFUN Huntsville, Ala., and Yarbrough Bros. Hardware, local sponsor of the football broadcasts. Station and sponsor joined the parade with an old-fashion poney-cart drawn by a white horse. Large sign across the horse's back announced that Yarbrough's would broadcast the game over WFUN.

Viewers' Praise

LETTERS of praise from viewers have been reprinted and attached to latest mailing piece of KSD-TV St. Louis, promoting its recent telecasts of the Veiled Prophet Ball in that city. Folder to which letter is attached presents pictures taken directly from television receiver while telecast was in progress. Story of the annual ball is told in copy, and back of folder lists added comments of praise from viewers.

PROMOTION

Vertical FM

MUSIC on the job is the new feature attraction for elevator operators in the 12-story WBIB Building at New Haven, Conn. WBIB (FM) has installed FM receivers on the roofs of the three elevators. Station reports happy labor relations with operators and delighted passengers, who like the brief concerts and the static-less performances. Signs in each car explain that WBIB is offering the service to all buildings in New Haven. Local radio distributor has offered receivers free in exchange for card in the elevator mentioning the make of the radio being heard, station reports.

Home Exhibit Televised

VISITORS to the new homes of the Chicago Tribune's prize Home Exhibit, held recently in Chicago, had the opportunity of seeing themselves as others see them. WGNA, video outlet of WGN, which expects to begin operations with a test pattern before Jan. 1, set up a camera in a garage of one of the homes and telecast visitors as they passed by. Monitoring equipment was provided so that visitors could see the telecasts of themselves. Station reports that more than 160,000 persons viewed the demonstrations.

'Juke Box' Ballots

POPULARITY POLL of entertainers is being conducted by Al Nobel, m.c. of "Juke Box" on KQV Pittsburgh. Some 50 high schools in the area are printing ballots in the school papers. Ballots are bordered with "KQV Juke Box" repeated, and spaces for voting for favorite entertainers. Station plans to use results of poll to help in booking talent, and for recording companies index.

KDAL Contest

EXTENSIVE promotion campaign is being conducted by KDAL Duluth, for its new contest, "Name the Show." Listeners are invited to name their favorite KDAL show and give the reason for the choice. Prizes will be awarded to 100 winners, with the grand prize of $610 in cash, significant of KDAL's location of 610 on the dial. Large three-fold entry blanks are being distributed by the station, and printed as full-page advertisements in newspapers in the area. Station also has arranged 30 window displays in local stores to promote the contest. Contest closes Nov. 15 and winners will be announced on Thanksgiving Day over KDAL.

Oppose 'New Look'

OPPOSITION to new fashion of longer skirts is being used as basis of latest promotion stunt of WWDC Washington. Les Sand, m.c. of all-night record show, "Yawn Patrol," has organized a club known as "Society of Unhappy Males When It Comes to Hiding Calves." In order to join the club, listeners must swear to four rules, one of which states that member will not date girls wearing long skirts. Each member is issued a club card with rules printed on back, and signature line under which is printed: "Sign here you fool." Mr. Sand reports present membership at 469 persons. Women's auxiliary of the club is titled, "The Ladies' Branch of the I Refuse to Wear a Long Skirt Knowing that Club Members Will Refuse to Date Me Club."

WTAG Folder

REPRODUCTION of layout featuring WTAG Radio Club which appeared in Oct. 14 issue of Look Magazine has been prepared and issued as mailing piece by WTAG Worcester, Mass. Cover of mailing piece is replica of Look's cover, and inside pages contain complete story and picture layout featured in the magazine.

Data on Brazil

"INTRODUCING BRAZIL" is title of eight-page booklet released by Fremantle Overseas Radio Inc., to provide data on market in Brazil and radio coverage offered. Booklet covers eight Southeastern states of the country and gives breakdown of population, agricultural production, industry, commercial sales, etc. Center section of booklet is devoted to facts about radio in Brazil. Fremantle is American and British representative for Emisoras Unidas, group of stations in Sao Paulo.

McNeill Yearbook

IMAGINARY FAMILY, Mr. and Mrs. B. C. Fann and their children, Penney and Pat, carry the theme of the 1947 edition of the Breakfast Club Yearbook, annual publication of the ABC "Breakfast Club" program, starring Don McNeill. Yearbook is being mailed to fans on request, with price set at $1. More than 52,000 advance orders already have been reported. Book takes the Fann family through complete broadcast, and highlights activities of the "Club" during the years 1945, 1946 and 1947, giving information on cast and program format. Edition contains 64 pages, with plastic-type binding, four-color cover and numerous pictures and illustrations throughout. Favorite poems used on show in last three years also are reprinted. This is fourth edition of the yearbook.

Hair Beauty Contest

PICKING the girl with the most beautiful hair in Washington, D. C. is the aim of new contest being conducted by Bill Herson on his early morning show over WRC Washington. Listeners are invited to visit WRC any weekday morning between 6 and 9 a.m., while Mr. Herson is on the air, and make their entry in the contest. Mr. Herson takes names of contestants and notes on style and attractiveness of hair. He will select finalists and board of judges will pick winner on date to be announced later. Each entrant receives free a year's supply of Artra, new soapless cream shampoo. Winner will receive weekend trip to New York with accommodations at Waldorf-Astoria, and various other awards, including having her hair shampooed by Mr. Herson.

Maps for Schools

THREE THOUSAND maps of the U. S. are being distributed to school teachers throughout Philadelphia area by KYW Philadelphia, to be used in conjunction with its public school hour program titled "The American Adventure: Westward Ho!" Maps will be used in classrooms to trace mythical coast-to-coast trip via Route 30 taken by Uncle Pete Stoner, central character in the 32-program series. "Uncle Pete" relates stories of historic sites and high school students portray accompanying dramatic roles. Program is one of five weekly education programs presented under supervision of William C. Galleher, KYW education director, and Philadelphia Board of Education.

Power Increase

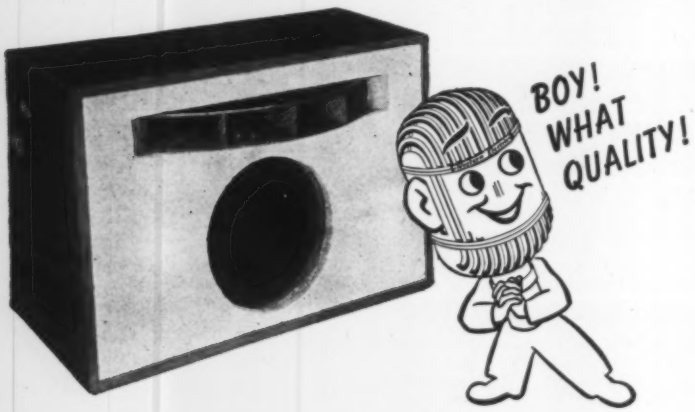
PROMOTING its increase in power to 5,000 w day and 1,000 w night, WBTM Danville conducted an extensive publicity campaign. Full-page ads were run in local papers, in addition to small teaser ads. Numerous spots were used on the station and 60,000 book matches monthly are being distributed to announce the power change. Car cards have been placed in all buses in the area and souvenir pen knives and cigarette cases bearing WBTM call letters were given to local clients. Window displays and posters also were used. Opening week using new power, featured transcribed congratulatory messages from leading citizens.

Kelly Club

LUCKY SHAMROCK CLUB, headed by Warren Michael Kelly of WJRD Detroit, has been organized by that station. "Lucky Shamrock" cards and letters have been to the 849 Kellys living in Detroit area, granting them charter membership in the club. Letter says in part ". . . If you would like to hear more about the club, tune in over WJR, Mon.-Fri. 7:15 and 8:15 a.m. or on Sat. at 8:30 and 9 a.m. . ." Letter is signed by Mr. Kelly, "blarney master, WJR." Other persons may receive membership by requesting a card on special green application blank.

Gossip Column

DAILY LISTENING attractions on KJR Seattle are being promoted by means of gossip columns in local papers. Daily one-column by 10 inch ad titled "Airy Notes from KJR" gives station's news in light, informal manner. Each day's copy tells news on broadcasting of the day, guest stars scheduled to appear, program plots, special events, etc. Pictures of radio personalities are included each day. Column appears on radio page of each paper. Honig-Cooper Co., Seattle, handles the account.



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757A LOUDSPEAKER

With uniform response from 60 right up to 15,000 cycles—a 90 degree coverage angle—power handling capacity of 30 watts—this is *THE* speaker where highest quality in sound reproduction is a must!

The 757A is just one of the complete line of new high quality speakers—from 8 to 120 watts—developed by Bell Laboratories and made by Western Electric.

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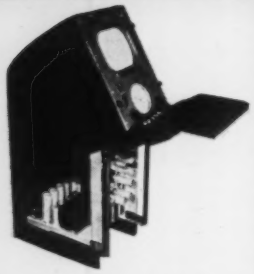


This RCA Switching System consists of a master "on-the-air" monitor and oscilloscope, a waist-high control panel (enlarged view, above) and mixing amplifier, below. This equipment becomes one of the standard-size sections of RCA's unit-built video console (top of page). Any combination of camera-controls and monitors is possible to fit your particular station.

split-second selection of all television program material

New RCA Camera Switching Unit provides convenient, push-button control at your video console

HERE, in one compact unit, is a control center for your television programs. Into it can be brought as many as six video inputs—from studio cameras, film cameras, relays, and network. *One* operator can handle the lot!

Twelve different types of switching are your assurance of a smooth, dramatic presentation, whatever the program. Look at the possibilities:

Your operator can *instantly* switch: (1) between two local camera signals; (2) between two remote signals; (3) from local to remote; (4) from remote to local; (5) from local to black screen (no signal); (6) from remote to black (screen); (7) from black to remote. With the special manual fader control he can, *at any desired speed:* (9) fade out local to black; (10) fade in local from black; (11) lap-dissolve between any two locals; (12) superimpose two locals and adjust the level of each. All sorts of trick effects are possible by moving the two levers that make up the fader control.

Tally lights provide an instant check on which input is being used and whether a remote signal is being received. If remote sync fails for any reason, local sync automatically takes over.

The monitor in the top of the console section allows the operator to either view the on-the-air signal or preview one of the two remote signals.

An unusually flexible intercom switching system (not shown) is included to permit private, special-group, or conference communication between practically all personnel. All have access to program sound through one earpiece of their headsets.

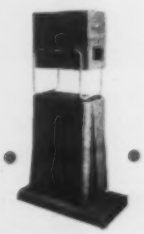
Here, we believe, is a switching system that represents the most advanced engineering in television station techniques. It will help you simplify television station routine—bring new possibilities to television programming. Be sure to get the complete story. Write Dept. 18-K, Radio Corporation of America, Engineering Products Department, Camden, N. J.

- **FADING CONTROL**
- **MONITOR SWITCH** 3-position: program line, either of two remotes
- **GAIN FOR REMOTE INPUT (#6)**
- **REMOTE INPUTS**
- **RELEASE BUTTONS**
- **TALLY LIGHTS** and switches for remote sync
- **CAMERA SWITCHES** (2 rows) handle 4 inputs from studio and film cameras and 2 remotes to permit fading, instantaneous switching, special effects.
- **TALLY LIGHTS** for six inputs
- **GAIN FOR REMOTE INPUT (#5)**

PROGRAM SOURCES

RCA Studio Camera (Switching Unit handles up to four)

RCA's Mobile Studio (Switching Unit can handle two remotes)



RCA Film Camera (Switching Unit handles two with 2 studio cameras)

TELEVISION BROADCAST EQUIPMENT

RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.

In Canada: RCA VICTOR Company Limited, Montreal

FCC Actions

(*Continued from page 66*)

ed application for new station 1370 kc 500 w DA-1 unl.

Temp. Extension

WOKO Albany, N. Y.—Present temporary authorization of station WOKO extended for period of 10 days.

AM—1310 kc

WDUK Durham, N. C.—Granted CP change hours operation from D to unl.; change power from 1 kw D to 500 w-N 1 kw-LS, install DA-N and change trans. location, on cond. that applicant file appropriate application for transfer of control.

Petition Granted

Northeast Georgia Broadcasting Co., Gainesville, Ga.—Granted petition to remove from hearing application and adopted order removing from hearing docket and granting application for new station 1400 kc 250 w unl. subject to approval of trans. site and ant. system by CAA, and further subject to cond. that no operation be commenced until station WATL Atlanta ceases operation on 1400 kc and commences operation on 1380 kc.

Assignment of License

WKBW Buffalo, N. Y.—Granted consent to assignment of license from Buffalo Broadcasting Corp. to Broadcasting Foundation Inc. for $515,000.

Hearing Designated

Lakes Area Broadcasting Co., Pryor, Okla.—Designated for hearing application for new station 990 kc 250 w D; made permittee of KFDF Wichita Falls, Tex., party to proceeding.

Petition Denied

KYUM Yuma, Ariz.—Adopted order denying petition requesting reconsideration and grant of its amended application for change in facilities from 1340 kc 250 w unl. to 560 kc 1 kw DA-N.

AM—1310 kc

WKMH Dearborn, Mich. — Adopted order removing from hearing docket and granting application of Suburban Bcstrs. to change frequency of WKMH from 1540 kc to 1310 kc, change hours from D to unl., change trans. location and install DA-N, subject to approval of trans. site and ant. system by CAA; further ordered that joint petition filed by Suburban Bcstrs. and Wyandotte News Co. requesting simultaneous consideration and grant of WKMH (above-mentioned) and of Wyandotte News Co. for new station at Wyandotte, Mich. 1540 kc 250 w D, is denied, and said application of Wyandotte News Co. is removed from pending files and placed in its proper position in processing lines.

Hearing Designated

WORK York, Pa.—Adopted order designating for hearing application for CP change facilities from 1350 kc 1 kw unl. DA to 1350 kc 1 kw-N 5 kw-LS unl. DA-N; made WVPO Stroudsburg, Pa., party to proceeding.

The Four States Broadcasting Co. Inc., Hagerstown, Md.—Adopted order denying petition to reconsider and grant without hearing application for new station.

November 3 Decisions . . .

BY COMMISSION EN BANC

Adopted order in Clear Channel hearing ordering that, before decision is rendered, all parties be given opportunity to appear and present oral argument before Commission en banc at 10 a.m. Jan. 19, 1948; further ordered that any person desiring to participate in oral argument must file with Commission brief on or before Jan. 5; further ordered that upon conclusion of oral argument Commission will issue final decision in lieu of proposed.

BY THE SECRETARY

KSWI Council Bluffs, Iowa—Granted license for new station 1560 kc 500 w D.

WLAW Lawrence, Mass.—Granted CP install old main trans. at present site of main trans. to be operated on 680 kc with 5 kw for aux. purposes.

KOCS Ontario, Calif.—Granted mod. license to change name of licensee to Mrs. Jerona Appleby Harnish, et al, d/b as The Daily Report Co.

WSB Atlanta, Ga.—Granted mod. CP for extension of completion date to 12-1-47.

WVOS Liberty, N. Y.—Granted mod. CP to change type trans.

WMAZ Macon, Ga.—Granted CP install old main trans. at present site of main trans., to be operated on 940 kc with 5 kw for aux. purposes.

WDMJ Marquette, Mich.—Granted CP install new vertical ant. and change trans. location.

WHAS-TV Louisville, Ky. — Granted mod. CP for extension of completion date to 5-19-48.

WCAL Northfield, Minn.—Same.

Tri-City Broadcasting Co., Newport, Ky.—Granted mod. CP to change type trans., for approval of ant. and trans. location, and to specify studio location.

WMIN St. Paul, Minn.—Granted mod. CP for extension of completion date to 12-20-47.

WRAL Raleigh, N. C.—Granted CP install new vertical ant. and mount FM ant. on AM tower, and change trans. location.

KNBH Los Angeles—Granted mod. CP to request change in type trans. and slight change in trans. location.

WFRL Freeport, Ill.—Granted mod. CP extend completion date to 11-10-47.

WJWD Annapolis, Md.—Granted mod. CP change type trans.

Following were authorized mod. CP's to extend completion dates as shown: WOC-FM Davenport, Ia., to 2-12-48; WGNB Chicago, to 12-1-47; WRUN-FM Utica, N. Y., to 2-20-48; WCOL-FM Columbus, Ohio, to 1-22-48; WHBP Reading, Pa., to 11-29-47; WKMO-FM Kokomo, Ind., to 2-3-48; WLET Toccoa, Ga., to 12-15-47; WBOE Cleveland, to 2-29-48.

KAMQ Amarillo, Tex.—Granted mod. CP change type trans.

WROW Albany, N. Y.—Same.

WLCR Torrington, Conn. — Granted mod. CP to make changes in trans. and for approval of ant. and trans. location.

WROL Knoxville, Tenn. — Granted mod. CP to change type trans. and extend completion date to 180 days after grant.

Modification of CPs

Following were granted mod. CP's to extend completion dates as shown: WHA-FM Madison, Wis., to 2-1-48; WSAP-FM Portsmouth, Va., to 12-15-47; WSJN San Juan, to 1-21-48; KCFM Kansas City, to 2-18-48; KVRN Eugene, Ore., to 12-1-47.

WCCP Savannah, Ga.—Granted CP make changes in vertical ant. and mount FM ant. on top AM tower, and change name licensee to Carter C. Peterson tr/as Dixie Bcstg. Co.

Following were granted mod CPs for extension of completion dates as shown: KSFO-FM San Francisco, to 1-14-48; WHKY-FM Hickory, N. C., to 2-4-48; WKJF Pittsburgh, Pa., to 2-28-48; WFOB Fostoria, Ohio, to 11-1-47; KRBA-FM Lufkin, Tex., to 1-14-48; KBRC-FM Abilene, Tex., to 5-25-48; KWBR-FM Oakland, Calif., to 1-24-48; WEEX Easton, Pa., to 2-18-48; WKPB Knoxville, Tenn., to 5-26-48; WCJT Louisville, to 2-25-48; WTVJ Miami, to 5-15-48; WNBW Washington, to 12-19-47.

FCC CORRECTION

In report of actions dated Oct. 28, item referring to KRJM should read as follows:

KRJM Santa Maria, Calif.—Granted license for new FM station; 340 w, ant. minus 295 ft.

ACTIONS ON MOTIONS

By Commissioner Hyde

KTKC KFRE Fresno, Calif.—Granted joint petition requesting continuance of hearing in consolidated proceeding on applications.

Times Publishing Co., Erie, Pa.—Granted petition for leave to amend application to delete name of Mary Mead Payne, deceased, as an officer, director and stockholder of corporation and to show that her stock is now held by the executors of her will; accepted amendment filed simultaneously with petition.

WELO Tupelo, Miss.—Granted petition to accept late its written appearance in proceeding on WELO and WLAY; waived Sec. 1.387, and accepted said written appearance.

WLAY Muscle Shoals, Ala.—Granted petition to dismiss without prejudice its application for CP.

KFEQ St. Joseph, Mo.—Granted petition to dismiss without prejudice its application for CP.

WHB Kansas City, Mo.—Granted petition to remove from hearing docket its application for modification of CP.

WERC Erie, Pa.—Referred to full Commission petition for 30 day continuance of hearing now scheduled for 11-17-47 upon order to show cause for modification of WERC's license in consolidation with application of WLEU for CP.

Bee Bcstg. Co. and Beeville Bcstg. Co., Beeville, Tex.—It appearing that the Commission on Oct. 16, 1947, designated petitioners' applications for hearing on 11-10-47, at Beeville, Tex., action on joint petition requesting the Commission to fix 11-10-47, or a later date, and Beeville as the place for consolidated hearing, is deemed unnecessary. Petition will be associated with application to show consent of parties.

KMPC Los Angeles, Calif.—Dismissed as moot petition of KMPC for leave to intervene in proceeding on application of Rodgers and McDonald Newspapers, Inglewood, Calif., which was dismissed without prejudice 10-16-47.

Sherwood B. Brunton, et al, as individuals and trustees and C. L. McCarthy (transferors) and Columbia Bcstg. System, Inc. (transferee)—Granted joint petition requesting the Commission to dismiss a petition for rehearing directed against the Commission's decision adopted July 31, 1946 denying application for transfer of control of the Pacific Agricultural Foundation Ltd. licensee of KQW San Jose, Calif.

KONO San Antonio, Tex.—Granted petition for leave to take depositions in hearing upon its application and application of Texas Star Bcstg. Co., San Antonio, Tex.; and waived provisions of Sec. 1.821 with respect to the time requirement of 15 days.

Community Bcstg. Co., St. Cloud, Minn. — Granted petition to dismiss without prejudice its application.

WGDF Evansville, Ind.—Granted petition requesting correction of the ap-

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KICK-OFF BREAKFAST is held following recent start of *Rex Miller, News* (Union Oil Co.) on 43 stations of Don Lee Broadcasting System, Mon.-Fri., 7:30-7:45 a.m. (PST). Coffeeing are (l to r): Haines Finnell, Union Oil advertising manager; Mike Corcoran, account executive of Foote, Cone & Belding, Los Angeles; Sydney B. Gaynor, Don Lee general sales manager; Dave Taylor, radio director of agency's Los Angeles office; Mr. Miller.

plication of Evansville on the Air, Inc. to show applicant's name as "On The Air, Inc."; further ordered that the consolidated hearing in re WGDF and WJOI applications scheduled for Nov. 6, be continued to Dec. 1, 1947.

Bexar Bcstg. Co., San Antonio, Tex. —Granted petition for leave to amend its application so as to specify the frequency 990 kc in lieu of 980 kc. The amendment was accepted and application removed from hearing docket.

Fort Bend County Bcstg. Co., Rosenberg, Tex.—Granted petition requesting continuance of hearing now scheduled for Nov. 6, and continued same to Dec. 11 at Rosenberg, Tex.

Okefinokee Bcstg. Co., Waycross, Ga. —Granted petition for leave to amend its application so as to specify 1 kw unl. time, in lieu of 1 kw-D and 500 w N, etc.

WHBQ Memphis, Tenn.—Granted petition for leave to amend its application to revise proposed daytime directional array; accepted said amendment.

Radio Courier, Inc., East Liverpool, Ohio—Granted petition to amend its application to specify trans. site; accepted said amendment.

Community Bcstg. Co., Fort Worth, Tex.—Granted petition to dismiss without prejudice of its application for CP for new station.

Midwest Bcstg. Co., Mt. Vernon, Ill. —Granted petition requesting dismissal without prejudice of its application for CP; further ordered that application of Raleigh M. Shaw, Lawrenceville, Ill. be removed from hearing docket.

Public Service Radio Corp., Baltimore, Md. — Denied petition for leave to amend its application for CP to show the purchase of 200 shares of petitioner's stock by Sumner Welles from Drew Pearson, since good cause has not been shown as required by Section 1.365 of the Commission Rules why the petition for leave to amend should be granted.

November 3 Applications . . .

ACCEPTED FOR FILING

AM—1350 kc

WGAD Gadsden, Ala.—CP to change power from 1 kw to 1 kw N 5 kw D, install new trans. change from employing DA-DN to DA-N use only, and change trans. location.

AM—920 kc

Donroy Bcstg. Co., San Diego, Calif. —CP for new Standard Station to be operated on 920 kc, power of 1 kw and D.

AM—1470 kc

Pacific States Radio Engineering, Pittsburg, Calif.—CP for new standard station to be operated on 1470 kc, power of 250 w and D. AMENDED to change power from 250 w to 500 w and change type trans.

Modification of CP

KSBW Salinas, Calif.—Mod. CP as mod., which authorized new standard station for approval of DA system and to specify studio location.

AM—1390 kc

Turlock Bcstg. Group, Turlock, Calif. —CP for new standard station to be operated on 1450 kc, power of 250 w unl. AMENDED to change frequency from 1450 to 1390 kc, power from 250 w to 500 w D, hours of operation from unl. to D; change type trans. and changes in ant. and ground system.

License to Cover

WCCC Hartford, Conn.—License to cover CP as mod. which authorized new standard station and specify studio location and authority to determine operating pwer by measurement of ant. power.

Modification of CP

WSB Atlanta, Ga.—Mod. CP as mod., which authorized installation of new trans. for extension of completion date.

WKEV Griffin, Ga.—Mod. CP which authorized increase in power installation of new trans. and change in trans. and studio locations to change type of trans.

AM—1400 kc

WLAQ Rome, Ga.—CP to change frequency from 670 to 1400 kc, decrease power from 1 kw to 250 w, change hours of operation from D to unl. install new trans. and new vertical ant. and change trans. location.

License for CP

WKTG Thomasville, Ga.—License to cover CP as mod. which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

WFRL Freeport, Ill.—License to cover CP as mod. which authorized new standard station and specify studio location and authority to determine operating power by direct measurement of ant. power.

WHIR Danville, Ky.—License to cover CP as mod. which authorized new standard station and specify studio location and authority to determine operating power by direct measurement of ant. power.

Assignment of License

WDSU New Orleans, La.—Voluntary assignment of license from E. A. Stephens, Fred Weber and H. G. Wall d/b as Stephens Bcstg. Co. to Stephens Bcstg. Co. Inc.

AM—740 kc

Harvey Radio Labs. Inc., Cambridge, Mass.—CP new standard station 1550 kc 250 w D. AMENDED to change frequency from 1550 to 740 kc.

AM—1380 kc

Peninsula Bcstg. Corp., Pontiac, Mich. —CP new standard station 1380 kc 500 w D.

AM—1050 kc

Crookston Bcstg. Co., Crookston, Minn.—CP new standard station 1050 kc 1 kw D.

AM—810 kc

WGY Schenectady, N. Y.—Authority to determine operating power by direct measurement of ant. power (main and aux. 810 kc).

Modification of CP

WBBR Staten Island, N. Y.—Mod. CP which authorized increase in power and install. of new trans. and DA-DN, for extension of completion date.

AM—1490 kc

WSKY Asheville, N. C.—CP increase 100 w to 250 w and make changes in trans. and vertical ant.

AM—1340 kc

Collier Cobb Jr., William Grady Pritchard, J. B. Johns (Voluntary Association), Chapel Hill, N. C.—CP new standard station 1340 kc 250 w unl.

License for CP

KNOX Grand Forks, N. D.—License to cover CP as mod. which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

AM—1150 kc

York County Bcstg. Co., Rock Hill, S. C.—CP new standard station 1150 kc 1 kw D.

Modification of CP

KVNU Logan, Utah—Mod. CP as mod. which authorized change frequency, increase power and install new trans. and DA-N, to make changes in DA and for extension of completion date.

AM—1460 kc

KIMA Yakima, Wash.—CP change 500 w to 500 w-N 1 kw-D and install new trans.

Modification of CP

KWHN-FM Fort Smith, Ark.—Mod. CP which authorized new FM station for extension of completion date.

WMMW-FM Meriden, Conn.—Same.

WINX-FM Washington, D. C.—Same.

WIOD-FM Miami, Fla.—Same.

Assignment of CG

WDSU-FM New Orleans, La.—Voluntary assignment of conditional grant to Stephens Bcstg. Co., Inc.

WLAW-FM Lawrence, Mass.—Mod. CP as mod. which authorized new FM station for extension of completion date. Also CP which authorized new FM station to change ERP to 20 kw; ant. height above average terrain to 443 ft.; trans. site and make changes in ant. system.

WCAP-FM Asbury Park, N. J.—Mod. CP as mod. which authorized new FM station for extension of completion date.

WDOS-FM Oneonta, N. Y.—Same.

WAGE-FM Syracuse, N. Y.—Same.

WFLN Philadelphia—Mod. CP which authorized new FM station to change frequency to Channel 239, 95.7 mc, and commencement and completion dates.

WDOD-FM Chattanooga, Tenn.—Mod. CP as mod. which authorized new FM station for extension of completion date.

WSM-FM Nashville, Tenn.—Mod. CP as mod. which authorized changes in FM station to change completion date.

KRIC-FM Beaumont, Tex.—Mod. CP as mod. which authorized new FM station to change trans. site and change commencement and completion dates.

Remote Pickup

American Bcstg. Inc., Area Los Angeles, Area San Francisco, Area Chicago, Area New York—CP new remote pickup stations on 1606, 2074, 2102, 2758 kc, power of 100 w, emission A3 and hours in accordance with Sec. 4.403.

License for CP

Fisher's Blend Station Inc., Area Seattle, Wash.—License to cover CP KIEL for change in equipment and power.

TV—82-88 mc

WFBM Inc., Indianapolis—CP new commercial television station on Channel 6, 82-88 mc, ERP vis. 28.2 kw, aur. 18.09 kw and unl.

Modification of CP

WFIV Bloomington, Ill.—Mod. CP which authorized new noncommercial educational station for extension of completion date.

TENDERED FOR FILING

AM—930 kc

WHBS Huntsville, Ala.—CP change from 1490 to 930 kc, power from 250 w to 500 w N 1 kw-D, install DA-N and new trans. and change trans. location.

AM—1360 kc

Whittier Bcstg. Assoc., Whittier, Calif. —CP new standard station 1360 kc 250 w-D.

AM—1310 kc

KTYL Mesa, Ariz.—CP change from 1490 to 1310 kc, power from 250 w to 500 w-N 1 kw-D and install new trans.

Transfer of Control

WJOB and WJOB-FM Hammond, Ind.—Consent to transfer of control of stock in AM station and CP for FM from O. E. Richardson to Robert C. Adair.

WASK Lafayette, Ind.—Consent to transfer of control of stock in licensee corp. from Robert C. Adair to O. E. Richardson.

Assignment of License

WJEF and WJEF-FM Grand Rapids, Mich.—Consent to assignment of license of AM and CP of FM to Fetzer Bcstg. Co.

WKZO Kalamazoo, Mich.—Consent to assignment of license to Fetzer Bcstg. Co.

AM—580 kc

Buttrey Broadcast Inc., Billings, Mont.—CP new standard station 580 kc 5 kw-D.

SSA—540 kc

WSVA Harrisonburg, Va.—Request for SSA to operate on 540 kc 1 kw unl. for period of regular license.

November 4 Decisions . . .

DOCKET CASES ACTION

The Commission announced final decision (Comr. Jones not participating) in New York FM cases authorizing CPs to five applicants and denials for 12 other applications (see story this issue).

By the Secretary

KTLW Texas City, Tex. — Granted mod. CP for approval of ant. trans. and studio location.

WLTC Gastonia, N. C.—Granted mod. CP to change type of trans. and for approval of ant. trans. and studio locations.

WJOC Jamestown, N. Y. — Granted mod. CP to change type of trans.

WAVL Apollo, Pa.—Granted mod. CP to change type of trans. and for approval of ant. and trans. location.

KPAN Canyon, Tex.—Granted mod. CP to make changes in trans. equipment, and for approval of ant. and trans. location.

KVOO Tulsa, Okla.—Granted mod. CP for extension of completion date to 2-17-48.

KIHO Sioux Falls, S. D.—Same except to 3-30-48.

WNJR Newark, N. J.—Same except to 1-15-48.

WAKR Akron, Ohio—Same except to 12-25-47.

KRBA Lufkin, Tex.—Same except to 1-14-48.

November 4 Applications . . .

ACCEPTED FOR FILING

AM—1290 kc

KUOA Fayetteville, Ark.—Authority to determine operating power by direct measurement of ant. power.

AM—600 kc

KVCV Redding, Calif.—Mod. CP which authorized change in frequency, increase in power, installation of new trans. and DA for D-N use, and change trans. location for extension of completion date.

AM—1440 kc

The Bristol Bcstg. Corp., Bristol, Conn.—CP for a new station on 1440 kc 250 w and daytime hours of operation. AMENDED to change power from 250 w to 500 w and change type trans.

AM—1340 kc

WFLR Marianna, Fla.—Mod. CP which authorized new standard station to change type of trans. and to change trans. and studio locations from Hwy. U.S. 90, 1 mile from Marianna, Florida and Cor. Caladonia & LaFayette Sts., Marianna, Fla., resp. to Intersection of U.S. Hwy. No. 90 and Florida No. 1, ½ mile East of Marianna, Fla.

(*Continued on page 74*)

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FCC Actions

(*Continued from page 73*)

Applications Cont.:

WLBJ Bowling Green, Ky.—Mod. CP which authorized installation of new vertical ant. and to mount FM ant. on AM tower to make changes in vertical ant.

AM—1230 kc

KSLO Opelousas, La.—License to cover CP as mod. which authorized new station and specify studio location and authority to determine operating power by direct measurement of ant. power.

AM—960 kc

WBOC Salisbury, Md.—Mod. CP as mod. which authorized change in frequency, increase in power, changes in trans. equipment and installation of DA for night use to install new trans.

AM—920 kc

KDHL Faribault, Minn.—Mod. CP which authorized new station to change type of trans. and to change studio location.

AM—960 kc

WMFF Plattsburg, N. Y.—Mod. CP which authorized change in frequency increase in power, installation of new trans. and DA for day and night use, and change in trans. location for extension of completion date.

AM—1490 kc

WMRF Lewiston, Pa.—License to cover CP as mod. which authorized change in trans. location, install new vertical ant. with FM ant. mounted on top and ground system and authority to determine operating power by direct measurement of ant. power.

AM—1280 kc

WKST New Castle, Pa.—Mod. CP as mod. which authorized changes in vertical ant. and to mount FM antenna on AM tower for extension of completion date.

AM—1320 kc

WJAS Pittsburgh, Pa.—License to cover CP which authorized to install FM ant. on top of DA and authority to determine operating power by direct measurement of ant. power .

AM—620 kc

WROL Knoxville, Tenn.—License to cover CP as mod. which authorized increase in power, changes in trans. equipment and DA ant. and change type of trans. and authority to determine operating power by direct measurement of ant. power.

AM—1010 kc

KAMQ Amarillo, Tex.—License to cover CP as mod. which authorized a new station and authority to determine operating power by direct measurement of ant. power.

AM—1340 kc

WEMP Milwaukee, Wis.—Mod. CP which authorized installation of new vertical ant. and to change trans. location for extension of completion date.

KVCV-FM Redding, Calif.—Mod. CP as mod. which authorized new FM station for extension of completion date.

KTFI-FM Twin Falls, Ida.—License to cover CP as mod. which authorized new FM station.

WCNB Connersville, Ind.—Mod. of CP as mod. which authorized new FM station for extension of completion date.

WINW Winchester, Ky.—Mod. CP which authorized new FM station to change trans. site, ERP to 365 w ant. height above average terrain to 298.5 ft.; make changes in ant. system and change commencement and completion dates.

WJBK-FM Detroit—Mod. CP which authorized new FM station for extension of completion date.

WCBS-FM New York—Same.

WCEC-FM Rocky Mount, N. C.—Same.

WLAN-FM Lancaster, Pa.—Same.

WRAI Wausau, Wis.—Same.

W10XPB New York—License to cover CP for experimental TV relay station.

W10XPC New York—Same.

W10XP New York—Same.

TENDERED FOR FILING

AM—1240 kc

KFXM San Bernardino, Calif.—Consent to assignment of license and CP AM station and CP KFXM-FM to Leo Brothers Broadcasting Corp.

November 5 Decisions . . .

DOCKET CASE ACTIONS

AM—1460 kc

Announced final decision granting application of Governor Dongan Bcstg. Corp. for CP new standard station in Albany, N. Y., 1460 kc 5 kw, cond. upon filing within 60 days and approval of application for mod. CP which sets forth adoption by it of DA-N proposed by The Joseph Henry Bcstg. Co. Inc. and selection and approval of site which would enable it to give complete coverage to City of Albany. At same time Commission denied application of The Joseph Henry Bcstg. Co. Inc., for license to operate present facilities of WOKO and denied applications of Van Curler Bcstg. Corp. and The Joseph Henry Bcstg. Co. Inc. each requesting CPs new stations at Albany on 1460 kc 5 kw.

Commission's decision also granted temporary authority to Governor Dongan Bcstg. Corp. for interim operation on present facilities of WOKO (which will cease operation in Albany area on Nov. 10, 1947) until such time as it has constructed and placed into operation its 5 kw station, said temporary authority to be granted, however, only upon filing of appropriate application therefor and submission to Commission of satisfactory proof that facilities of WOKO are available through lease or purchase agreement.

FM—105.1 mc

Announced memorandum opinion and order granting application of Providence Journal Co. for CP new Class B FM station at Providence, R. I., on 105.1 mc, Channel 286, 20 kw ERP and ant. height 500 ft. above average terrain or equivalent coverage, subject to filing within 60 days of application for mod. CP specifying trans. site and ant. system satisfactory to CAA. (Comrs. Jett, Hyde, Webster and Jones voting for grant; Comrs. Denny, Walker and Durr dissenting in separate opinion.)

AM—1450 kc

Announced decision granting application of Radio Fort Wayne Inc. for new station in Fort Wayne, Ind., 1450 kc 250 w unl. on cond. that it file within 60 days from date of grant application for mod. CP specifying trans. site and ant. system meeting requirements of Commission's standards, and subject further to cond. that it shall not commence operation until Farnsworth Television and Radio Corp., licensee of station WGL Ft. Wayne, shall be licensed to operate on 1250 kc. Applications of Homer Rodeheaver and Community Bcstg. Corp. seeking same facilities are denied. Comrs. Durr and Hyde dissenting, considering that proposed decision looking toward grant of Community Bcstg. Corp. application should be made final).

AM—980 kc

Announced proposed decision looking towards grant of application of Skyland Bcstg. Corp for new station Dayton, Ohio, 980 kc 5 kw unl., subject to approval of proposed trans. site and ant. system by CAA, and to further cond. that within 90 days from date of grant Ronald B. Woodyard sever his relationship with Radio Voice of Springfield Inc., licensee of WIZE Springfield, Ohio, and that evidence of this severance is furnished to Commission. Applications of Ohio-Michigan Bcstg. Corp. for same facilities at Toledo, and application of Community Bcstg. Co. to change facilities of WTOL Toledo from 1230 kc to 250 w unl. to 980 kc 5 kw unl. are proposed to be denied. (Comrs. Denny and Jones not participating).

BY THE COMMISSION

Transfer of Control

WABY Albany, N. Y.—Granted application for transfer of control of Adirondack Bcstg. Co. Inc., licensee of WABY, from Harold E. Smith and Raymond E. Curtis to The Press Co. Inc. for total consideration of $143,750.

Petition Denied

Crescent Broadcast Corp., Shenandoah, Pa.—Adopted order denying petition for leave to amend and reinstate in consolidated hearing its application to specify 580 kc in lieu of 980 kc, by striking therefrom amendment filed May 2 and accepted by Commission May 9, 1947.

November 6 Decisions . . .

BY COMMISSION EN BANC

FM CPs Issued

Authorized CPs for six Class B FM stations and authorized CPs in lieu of previous cond. for four Class B FM stations. See story this issue.

Hearing Designated

Empire Coil Co. Inc., Avon (Hartford); New Britain Bcstg. Co., Hartford, and Harold Thomas, Waterbury, Conn.—Designated for hearing in consolidated proceeding applications for new commercial TV stations with applications of Travelers Bcstg. Service Corp., Community Bcstg. Co. and Yankee Network Inc., Hartford, and Fairfield Bcstg. Co., Waterbury. Three channels are available, Channels 8 and 10 in Hartford and Channel 12 in Waterbury.

Assignment of Permit

WFOB Fostoria, Ohio—Granted assignment of FM permit for WFOB from Laurence W. Harry to Seneca Radio Corp.

Transfer of Control

WGYN New York—Granted consent to transfer of control of WGYN Inc., licensee from Muzak Corp. to Charles E. Merrill and Radio Sales Corp., for consideration of $31,000.

Action Vacated

Board of Education, City of Buffalo, N. Y.—Adopted order vacating Commission's action of Jan. 27, 1942, granting application for noncommercial educational FM station, and dismissed application without prejudice for failure of prosecution.

Sacramento City Unified School Dist., Sacramento, Calif.—Adopted order vacating Commission's action of March 13, 1946, granting application for noncommercial educational FM station, and dismissed same without prejudice for failure of prosecution.

AM—1570 kc

Cherokee Radio Co., Gaffney, S. C.—Granted CP new station 1570 kc 250 w D; engineering cond.

AM—1050 kc

Sulphur Springs Bcstrs., Sulphur Springs, Fla.—Granted CP new station 1050 kc 250 w D; engineering cond.

AM—1450 kc

Williston Bcstg. Co., Williston, N. D.—Granted CP new station 1450 kc 250 w unl.; engineering cond.

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Mississippi's GREATEST SHOW
620 ON YOUR DIAL
Station WRBC
REBEL BROADCASTING CO - JACKSON MISS.
THE BRANHAM COMPANY, Representatives • 5 KWD 1 KWN • MUTUAL NETWORK

JUDGES in the KLX Oakland, Calif., $1,000 listener-promotion contest — Gregory Peck and Laraine Day of the screen — seem to be getting a big kick out of the entries shown to them by Glenn Shaw (l), KLX general manager. Entrants write on a card, "My favorite song is . . ." followed by the name of the song plus another line to rhyme with it.

AM—1230 kc

Lebanon Bcstg. Co., Lebanon, Mo.—Granted CP new station 1230 kc 250 w unl.

AM—1450 kc

Walsenburg Bcstg. Corp., Walsenburg, Colo.—Granted CP new station 1450 kc 250 w unl.; engineering cond.

AM—1230 kc

Mendocino Coast Bcstg. Co., Fort Bragg, Calif.—Granted CP new station 1230 kc 250 w unl.; engineering cond.

AM—990 kc

Dawson Bcstg. Co., Dawson, Ga.—Granted CP new station 990 kc 1 kw D; engineering cond.

AM—1270 kc

Land O'Lakes Bcstg. Corp., Cambridge, Ohio—Granted CP new station 1270 kc 1 kw D.

AM—1230 kc

KGDE Fergus Falls, Minn.—Granted CP erect new ant. and increase N power from 100 to 250 w operating on 1230 kc 250 w-D.

Modification of CP

WPRP Ponce, P. R.—Granted mod. CP to change trans. location; engineering cond.

KNGS Hanford, Calif.—Granted mod. CP to change trans. location and change type trans.

KOPR Butte, Mont.—Granted mod. CP to make changes in DA; engineering cond.

KVLU Lubbock, Tex.—Granted mod. CP to increase D power from 1 to 5 kw, in accordance with cond. grant, and to change type trans.

WIS Columbia, S. C.—Granted mod. CP to mount FM ant. on center AM tower.

WVET Rochester, N. Y.—Granted mod. CP to change from DA-DN to DA-N and to specify studio location; engineering cond.

Hearing Designated

Monroe Pub. Co., Monroe, Mich.—Designated for hearing application for new station 920 kc 250 w D, and made WBAA Elyria-Lorain Bcstg. Co. and WFDF Flint, parties to proceeding.

St. Cloud Bcstg. Co., St. Cloud, Minn.—Adopted order designating for hearing in consolidated proceeding application of St. Cloud Bcstg. Co. for new station 1240 kc 250 w unl. with applications of Max H. Lavine and Community Bcstg. Co. and on own motion Commission dismissed without prejudice application of Harry Willard Linder, because of Linder's being stockholder in St. Cloud Bcstg. Co.

Petition Denied

Metropolitan Houston Bcstg. Co., Houston, Tex.—Adopted order denying petition requesting consideration and partial grant of application for new station unl. 1060 kc 1 kw-N 5 kw-LS so that part of application relating to D operation would be granted and that part pertaining to N would be retained in hearing status.

The Windham Bcstg. Co., Willimantic, Conn.—Adopted order denying petition for reconsideration and grant of application for new station 1340 kc 250 w unl.

WOR New York—Adopted order denying petition directed against grant without hearing of application of WKRG to change from 710 kc 1 kw D to 710 kc unl. 1 kw-D 250 w-N DA-N, and to designate said application of WKRG Mobile, Ala. for hearing.

L. W. Andrews Inc., Davenport, and The Gate City Co., Keokuk, Iowa—Designated for consolidated hearing application of Andrews for new station 1580 kc 250 w D and The Gate City Co. for new station 1580 kc 1 kw D.

Three Rivers Bcstg. Co., Kennewick, Wash.—Designated for hearing application for new station 1450 kc 250 w unl. made KSEM Moses Lake, Wash., party to proceeding.

Marietta Bcstg. Co., Parkersburg, W. Va. and The Zanesville Bcstg. Co., Zanesville, Ohio—Designated for consolidated hearing applications of Marietta Bcstg. Co. and The Zanesville Bcstg. Co. for new stations 1340 kc 250 w unl. at Parkersburg, W. Va., and Zanesville, Ohio, respectively, to be heard in consolidation with applications of Beer & Koehl, Ashland, Ohio, et al; made WHAR WCMI WMON WSTV parties to proceedings.

Lockport Union-Sun and Journal Inc., Lockport, N. Y.—Designated for hearing application for new station 1340 kc 250 w unl. in consolidated proceeding with Niagara Bcstg. System, Niagara Falls, N. Y., et al.

WMAC Pottstown and WSBA York, Pa. — Designated for consolidated change from hearing applications of WMAC 1370 kc 1 kw D to 1420 kc 1 kw DA-N unl. and WSBA to change from 900 kc 1 kw D to 1420 kc 5 kw DA-N unl.

Hopewell Bcstg. Co. Inc., Hopewell, and Russell G. Eversole, Petersburg, Va.—Designated for consolidated hearing applications of Hopewell Bcstg. Co. Inc. and Eversole for new stations on 1340 kc 250 w unl.

Alma Bcstg. Co. Inc., Alma, and Griner-Dillon Bcstg. Co., Bay City, Mich. — Designated for consolidated hearing application of Alma Bcstg. Co. Inc. for new station at Alma to operate on 1280 kc 1 kw D and Griner-Dillon at Bay City to operate on 1280 kc 500 w D.

William M. Gleiss, Sparta, and Evans Radio Co., Stevens Point, Wis.—Designated for consolidated hearing applications for Gleiss and Evans for new stations to operate on 990 kc 250 w D at Sparta and Stevens Point respectively.

Petition Granted

Lewis Service Corp., Weston, W. Va.—Adopted order granting petition to reconsider and grant without hearing application, removed from hearing docket and granted application for CP new station 1450 kc 250 w unl., subject to CAA approval.

Western Oklahoma Bcstg. Co., Clinton, Okla.—Granted petition to reconsider and set aside order designating application for hearing and granted said application for new station 1320 kc 1 kw D.

Petition Denied

WERC Erie, Pa.—Adopted memorandum opinion and order denying petition for review of action of Aug. 14, 1947, by board of Commissioners; affirmed said action of board in denying petition for reconsideration of Commission's action in granting application of Community Service Bcstg. Co. for CP for new station, Erie, Pa. Adopted memorandum opinion and order granting petition for reconsideration of action taken Sept. 19, 1947, by board of Commissioners, to extent that such action denied petitioner's request for enlargement and mod. of issues in "Order to Show Cause" why its license should not be mod.; amended order to show cause. Adopted order granting, in part, petition for continuance of hearing in re WERC and WLEU and continued said hearing to 12-3-47.

License Renewal

KWK St. Louis—Granted renewal of license for period ending Nov. 1, 1950.

Hearing Designated

Englewood Radio and Recording Co., Englewood, Col.—Designated for hearing application for new station 1230 kc 250 w unl.; made permittee of KDZA Pueblo, Col., and KGEK Sterling, Col., parties to proceeding.

Continental Bcstg. Corp. and KVER Albuquerque, N. M.—Designated for consolidated hearing application of Continental for new station 1340 kc 250 w unl. with KVER application to change from 1490 kc 250 w unl. to 1340 kc 250 w unl.

WECW Ponce, P. R.—Designated for consolidated hearing applications of WECW to change from 1490 kc 250 w unl. to 1300 kc 1 kw unl. and Southern P. R. Bcstg. Co. for new station 1300 kc 1 kw unl.

United Bcstg. System, Van Nuys, Calif.—Designated for hearing application for new station to operate on 610 kc 500 w D only (BP-6243); made KFI and KFSD parties to proceeding.

Francisco Rental Co., Victorville, et al, Marmat Radio Co., Bakersfield, Calif., et al—Ordered that proceedings in consolidated hearing on Francisco Rental Co., Victorville, Calif., et al, and in consolidated hearing on Marmat Radio Co., Bakersfield, Calif., et al, be consolidated in single proceeding on March 10, 1948, in Washington, upon issues previously stated in orders of Feb. 27, August 28 and Oct. 16, 1947.

KUGN Eugene, Ore.—Designated for hearing application to change operation of KUGN from 1400 kc 250 w unl. to 1280 kc 500 w 1 kw-LS DA-N unl. in consolidated proceeding with application of Eugene Bcstrs. Inc. for new station to operate on 1280 kc 1 kw unl.

November 6 Applications . . .

ACCEPTED FOR FILING

AM—1490 kc

WHBS Huntsville, Ala.—CP change frequency from 1490 to 930 kc, increase 250 w to 500 w-N 1 kw-D, install new trans. and DA-N and change trans. location.

Transfer of Control

WHTB Talladega, Ala. — Voluntary transfer of control of license corporation from D. Hardy Riddle and Harry Held to Melvin Hutson. (81 sh. of common stock—60%).

AM—1310 kc

KTYL Mesa, Ariz.—CP change frequency from 1490 to 1310 kc, increase 250 w to 500 w-N 1 kw-D, install new trans. and make changes in vertical ant.

AM—1450 kc

Fred J. Steinmetz, Carlsbad, Calif.—CP new standard station 1230 kc 250 w unl. AMENDED to change frequency from 1230 to 1450 kc (Contingent on KFMB to change frequency).

AM—780 kc

Frank Andrews, Modesto, Calif.—CP new standard station 1490 kc 250 w D. AMENDED to change frequency from 1490 to 780 kc and make changes in ant.

License for CP

KUSN San Diego, Calif.—License to cover CP, as mod., which authorized new standard station and change studio location and authority to determine operating power by direct measurement of ant. power.

Modification of CP

KGO San Francisco—Mod. CP, as mod., which authorized increase power, install new trans. and DA-DN and change trans. location, to change type trans. and to make changes in DA.

AM—1360 kc

Whittier Bcstg. Assoc., Whittier, Calif.—CP new standard station 1360 kc 250 w D.

License for CP

KTFI Twin Falls, Ida.—License to cover CP, as mod., which authorized increase power, install new trans. and change studio location and authority to determine operating power by direct measurement of ant. power.

Modification of CP

WBBW Indianapolis—Mod. CP, as mod., which authorized new standard station for extension of completion date.

SSA—1050 kc

WZIP Covington, Ky.—SSA to operate on 1050 kc 250 w from 6 a.m. to 6 p.m. or LS, whichever is later, for period ending May 1, 1948.

AM—680 kc

WDBC Escanaba, Mich.—CP change frequency from 1490 to 680 kc, increase 250 w to 1 kw, install new trans. and DA-N and change trans. location. AMENDED to make changes in DA and change trans. location.

License for CP

WGRD Grand Rapids, Mich.—License to cover CP, as mod., which authorized new standard station and change studio location and authority to determine operating power by direct measurement of ant. power.

Modification of CP

KYSM Mankato, Minn.—Mod. CP which authorized changes in vertical ant. and mount FM ant. on top of AM tower for extension of completion date.

(*Continued on page 76*)

WESA

CHARLEROI, PENNSYLVANIA

Formal Opening

Sunday, November 16, 1947

940 KC **250 Watts**

Monongahela Valley Broadcasting Corp.

PIERRE PAULIN
Station Manager

C. F. KREITZER
Sales Manager

WREN

411 West 10th, TOPEKA

Your winning hand in Bountiful Kansas

Represented by GEO. P. HOLLINGBERY CO.

1000 NIGHT

5000 DAY

Gross effective income for Mississippi increased 182% from 1940 to 1946, as compared to an increase of 151% for the eleven Southern states.

WJDX NBC

in JACKSON, MISSISSIPPI

"Selling America's Fastest-Growing Up-And-Coming Market!"

NATIONAL REPRESENTATIVE: THE GEORGE P. HOLLINGBERY CO.

FCC Actions

(*Continued from page 75*)

Applications Cont.:

License for CP

WKOZ Kosciusko, Miss.—License to cover CP, as mod., which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

AM—580 kc

Buttrey Broadcast Inc., Billings, Mont.—CP new standard station 580 kc 5 kw D.

Modification of CP

WJJL Niagara Falls, N. Y.—Mod. CP which authorized new standard station for approval of ant. and trans. location. AMENDED to make changes in ant.

WMGW Meadville, Pa.—Mod. CP, as mod., which authorized new standard station for extension of completion date.

WMAC Pottstown, Pa.—Mod. CP which authorized new standard station to change type trans. and for approval of ant. and trans. location.

WFAX Falls Church, Va.—Mod. CP which authorized new standard station for approval of ant., trans. and studio locations.

SSA—540 kc

WSVA Harrisonburg, Va.—SSA to operate on 540 kc 1 kw unl. for period ending May 1, 1949.

FM—107.3 mc

The LaSalley County Bcstg. Co., LaSalle, Ill.—CP new FM station (Class B) Channel 297 107.3 mc, ERP 6.3 kw.

TV—180-186 mc

The New Britain Bcstg. Co., Hartford, Conn.—CP new commercial television station on Channel 8, 180-186 mc, ERP vis 30.4 kw aur 15.1 kw and unl.

TENDERED FOR FILING

AM—980 kc

Central Valley Bcstrs., Merced, Calif.—CP new standard station 980 kc 1 kw D.

AM—590 kc

KID Idaho Falls, Ida.—CP change frequency from 1350 kc to 590 kc, power from 500 w-N 5 kw-D to 1 kw-N 5 kw-D, install new trans. and change trans. location and install DA-N.

Assignment of License

Liberty Bcstg. Inc., Grand Rapids, Mich.—Consent to assignment of license of WOOD to Liberty Bcstg. Inc.

AM—1470 kc

The Midwestern Bcstg. Co., Toledo, Ohio—CP new standard station 1470 kc 1 kw unl. DA.

AM—1240 kc

KVLF Alpine, Tex.—CP change frequency from 1490 to 1240 kc.

Modification of CP

KSUB Cedar City, Utah—Mod. CP to change hours from unl. to D, change from DA-N to vertical ant. and change proposed trans. location.

Hearings Before FCC . . .

NOVEMBER 10

AM—Hearing

Bee Bcstg. Co., Beeville, Tex.—CP 1490 kc 250 w unl.

Beeville Bcstg. Co., Beeville, Tex.—Same.

Party respondent. KNOW Austin, Texas.

To be held in Bee County Court Room, Beeville.

FCC Box Score

FCC BOX SCORE of actions as of last Thursday stands as follows: Standard stations—1,417 licensed, 505 construction permits, 266 applications in pending file, 401 applications in hearing; FM—seven licensed, 248 conditional grants, 694 CPs (of which 250 are on air under special temporary authority), 63 applications pending, 53 applications in hearing; television—six licensed, 64 CPs (of which eight are on air), 28 applications pending, 15 applications in hearing.

FCC Refuses to Reopen Case Involving Newspaper Policy

BY A 4-to-3 vote, FCC has refused to reopen hearings to consider charges that the newspaper operated by an FM applicant exhibits partisanship in its handling of news.

The applicant, Providence (R. I.) Journal Co., was issued a grant for a new Class B FM station.

The charges included a resolution of the Rhode Island House of Representatives contending that it "has been necessary for citizens of our state to purchase advertising space in the *Providence Journal* and *Evening Bulletin* to reply to news articles and editorials affecting their reputation and character."

The FCC majority concluded that, "without purporting to determine the merits of the charges," it was satisfied from the evidence already submitted in the case that the company's program policies "are such as to insure, insofar as is possible, that incidents of this nature would not occur in connection with the broadcasting station."

The dissenting members—then-Chairman Charles R. Denny and Comrs. Paul A. Walker and Clifford J. Durr—argued however that "the allegations, if true, raise serious questions, among others, of whether the *Providence Journal* would operate a broadcasting facility in the public interest with respect to permitting the free and full discussion of controversial issues of importance to the listeners of the community and its surrounding areas."

"These allegations are not made by a few private individuals who might have presented their charges at the previous hearing in this matter," the dissenting opinion continued, "but by responsible elective representatives of the entire public to be served." The dissent contended that "these persons, in their public or private capacity," should be given a chance to support their charges, and that the *Journal* should have an opportunity to refute them.

Opponents of a grant to the newspaper included, besides the House of Representatives, Providence's City Council, Pawtucket Mayor Ambrose P. McCoy, and Woonsocket Mayor Ernest R. Dupre.

Refutes Monopoly Claim

To the opposition's claim that the *Journal* has "a virtual monopoly" on news in the Providence area and that a grant would "extend this monopoly to radio," the Commission majority replied that this would not be the result "in view of the fact that six AM and five other FM broadcast stations have been authorized in Providence and Pawtucket."

Nor did the majority agree with contentions that a sixth FM station is "unnecessary," as opponents had charged. The opinion noted that channels had been allocated, that one is available, and that to hold hearings to determine the need for such service "would appear to violate" the principles enunciated by the Supreme Court.

The protests were filed almost a year after a hearing on the application, and those of other FM applicants in the area, had been held in Providence. Grants have been issued to the other applicants, but the *Journal's* application was kept pending until the protests had been ruled upon. The opinion said that despite the tardiness of the protests, FCC had "reconsidered the evidence" taken in the hearing, and had studied "most carefully" both the opposition and the *Journal's* counter-arguments, "in view of the fact that the (protests) represent the views of public officials and legislative bodies."

Comrs. E. K. Jett, Rosel H. Hyde, E. M. Webster and Robert F. Jones composed the majority. The decision was adopted Oct. 15—before Mr. Denny's resignation became effective—and was announced last Wednesday.

NOVEMBER 10-13

AM—Hearing

Western Pennsylvania Bcstg. Corp., East Liberty, Pa.—CP 1490 kc 250 w unl.

East Liverpool Bcstg. Co., East Liverpool, Ohio—Same.

United Bcstg. Corp., Pittsburgh—CP 1470 kc 5 kw unl. DA.

Radio Courier Inc., East Liverpool, Ohio—CP 1490 kc 250 w unl.

Intervenor: WHBC Canton, Ohio. Party respondents: WSAN Allentown, Ohio; KPLC Lake Charles, La., and KRIC Beaumont, Tex.

To be held in Court Room 4, U. S. Post Office Bldg., Pittsburgh, Nov. 10-11, and City Hall, East Liverpool, Nov. 12-13.

NOVEMBER 12

AM—Hearing

Valdosta Bcstg. Co., Valdosta, Ga.—CP 910 kc 5 kw unl.

Okefenokee Bcstg. Co., Waycross, Ga.—CP 910 c 500 w-N 1 kw-LS unl.

NOVEMBER 12-14

AM—Hearing

Paul H. Chapman, Greensboro, N. C.—CP 1400 kc 250 w unl.

Guilford Bcstg. Co., Greensboro, N. C.—Same.

Greensboro News Co., Greensboro, N. C.—Same.

To be held in Room 318, U. S. Post Office and Court House Bldg., Greensboro.

NOVEMBER 13

AM—Hearing

Capitol Bcstg. Co., Annapolis, Md.—CP 1430 kc 500 w unl. DA.

John F. Kramer, Cambridge, Md.—CP 1430 kc 1 kw D.

NOVEMBER 14

AM—Hearing

Eugene Bcstrs. Inc., Eugene, Ore.—CP 1290 kc 1 kw DA-N unl.

Party respondent: KIT Tacoma, Wash.

AM—Hearing

W. W. Roark, Coleman, Tex.—CP 1230 kc 250 w unl.

Coleman Bcstg. Co., Coleman, Tex.—Same.

To be held in City Hall, Coleman.

WITH FULL play given to male talent on show, Milena Miller, feminine vocalist, has been dropped from NBC "Kraft Music Hall" as a regular weekly feature. She is being retained on full salary as standby for occasional use, according to J. Walter Thompson Co., agency servicing Kraft Foods account.

MAJESTIC COMBINATION undergoes a test by Hank Jackson (l), account executive of J. Walter Thompson, San Francisco, as Gayle Grubb (center), manager of KGO San Francisco, and Bill Baldwin wait their turn at the turntable. Mr. Baldwin is a San Francisco announcer who is also in the record business. Occasion for the gathering was the opening of his new and enlarged quarters in the Fairmont Hotel.

WMIT to Move Studios

PERMISSION to move its main studios to the Charlotte News Building, Charlotte, N. C., was asked last week by WMIT (FM) Winston-Salem in an application filed with FCC. The move is necessary, said the station, because of the FCC ruling which prohibits the same permanent studio location for two stations of the same class, under the same control, in the same city. WMIT is now located with WSJS-FM which plans to take the air in the near future and both are owned by Gordon Gray. Filed concurrently was an application to increase WMIT's power from 200 kw to 300 kw.

Disc Jockeys

(*Continued from page 19*)

transcribed service disc jockey programs. Eight percent more see little effect for good or bad. Eighteen percent see a favorable result, largely in strengthening program structures and providing a smooth programming pattern into which locally-produced disc jockey programs can fit.

Against Trend

Eleven percent are against the trend and view it as unfavorable. Of this group many are concerned over the networks' encroachment on stations with a program type they have built and established and with talent that will result in local personalities looking small. Others in this group feel that the disc jockey program achieves its success because of the local personality and local approach and foresee that nationally-produced shows can not do the job of capturing this vital ingredient for success.

Shift

(*Continued from page 19*)

candidate for the post.

Because of the anticipated retirement of other members of the FCC, the White House may be thinking in terms of filling more than the single vacancy. There have been other names casually mentioned in that connection.

Under cover opposition to the anticipated Coy appointment has been heard. This has been premised upon the contention that his appointment would perpetuate the "dynasty" began by James Lawrence Fly in the chairmanship. Mr. Fly was succeeded by Paul A. Porter, who afterward became OPA administrator, and Mr. Porter, in turn, by Mr. Denny, who resigned effective Oct. 31 to become vice president and general counsel of NBC. Mr. Coy, former administrative assistant to President Roosevelt, and before that the chief aide to former Gov. Paul V. McNutt of Indiana, is a liberal Democrat.

Walker Named Monday

Last Monday, President Truman named Mr. Walker acting chairman until the successor to Mr. Denny is designated. This appointment [BROADCASTING, Nov. 3] does not require confirmation, since the President is empowered to select the chairman (or acting chairman) from among the seven commissioners.

Mr. Walker called on the President Tuesday. He described it as purely a courtesy call. During the 15-minute session general topics were discussed, he said, including some "business." He did not describe the nature of that "business."

The FCC will not function with even its six-man strength beginning the first of the year. Commissioner Jett sails Dec. 30 for Geneva where the Provisional Frequency Board convenes Jan. 30. He is the head of the American delegation. He does not contemplate remaining more than three months of a maximum tenure of six months. Commodore Webster sails Jan. 17 for London for Safety of Life at Sea Conference. There are several other international conferences which will command his attention thereafter.

IBEW Charges

IBEW Hollywood Local 45 has filed unfair labor practice charges with the National Labor Relations Board against Radio Recorders, Hollywood production company. The firm is alleged to have relieved two technicians from its recording plant because of union activity. The firm contends they were replaced because of inadequate performance of duties.

NBC Western Network has received top award offered by Direct Mail Adv. Assn. in category "Radio Networks—Sectional Industry for 1947." NBC also shared in awards for "Radio Networks—National." Helen Murray Hall is manager of advertising and promotion department for western network.

CBS COMEDY - VARIETY NIGHT A STEP CLOSER

THE CBS TREND toward building a solid comedy-variety night on Fridays will turn into a reality in January with the transfer of the *Ozzie and Harriet Show* from Sunday afternoon to the 9:30-10 p.m. period on Friday night vacated by *The FBI in Peace and War*. Latter show moved into the Thursday period formerly filled by *Suspense* [BROADCASTING, Oct. 20].

As part of that same comedy motif on Fridays, General Foods last week announced a change from *The Thin Man* to the *Danny Thomas Show* in the 8:30-9 p.m. spot [BROADCASTING, Oct. 27]. It was also understood that the network had asked Kenyon & Eckhardt to replace its *Mark Warnow Show*, sponsored by Borden Co., 9-9:30, with a comedy show.

To complete the "solid comedy" night, the *Dinah Shore-Harry James Show* will succeed the Phillip Morris program *It Pays to Be Ignorant* in the 10-10:30 p.m. time. The Friday night comedy-variety showcase starts off with the Fanny Brice program, 8-8:30 p.m.

Spencer W. Curtiss

SPENCER W. CURTISS, 63, president of the San Francisco advertising agency bearing his name, died in Palo Alto, Calif., Oct. 28. Mr. Curtiss is survived by his widow, Mrs. Bessie Curtiss; a son, Nelson, of Washington, D. C.; a daughter, Mrs. Madalyn Sheehan and his mother Mrs. Della W. Curtiss, of Palo Alto.

Sellers

(*Continued from page 10*)

four years when he journeyed to Belfast, Ireland, where his parents were born. His birth date is Feb. 24 but he stoutly refuses to designate which year. He denies, however, that he was a copyboy on the *Chicago Tribune* when it was founded in 1847. "Just make it 'year unknown'," he says.

His hobbies are golf and motor trips and he and Mrs. McGivern, the former Henrietta Knox, only recently completed a 7,000-mile jaunt to 17 states. "I wanted to see some of the markets first-hand that I have been buying. They looked pretty good," he says.

During World War I George enlisted in the Navy. Because a classification officer took his definition of "order taker" literally, George found himself a storekeeper, third class. He liked the job but even in the Navy he found himself still taking orders—as an enlisted man in naval training at Great Lakes.

The McGiverns have a daughter, Jane Ann, aged 13, and live in Beverly, a Chicago suburb. After some 25 years in the ad business, George says he has no intention of retiring. "It's too much fun," he explains, waving a stack of spot radio orders.

It will soon be 630 in Savannah

—and in the homes of over a million people in 79 counties of the great Georgia - Carolina Seaboard Market.

NBC AFFILIATE WSAV

650KC • 5000 WATTS • FULL TIME

ANOTHER FIRST for Atlanta's Most Progressive Station

WBGE

WBGE-FM

Atlanta's First Fulltime FM-Station

95.5 Megacycles

LOCALLY OWNED LOCALLY OPERATED

Studios & General Offices

Georgian Terrace Hotel

Mike Benton, *Pres.*

Maurice Coleman, *Gen. Mgr.*

GENERAL BROADCASTING COMPANY

RADIO
WOW
OMAHA
NBC
AFFILIATE
5000 WATTS
590 KC
WRITE, WIRE, OR PHONE
JOHN J. GILLIN
or JOHN BLAIR

TESTIMONIALS
We Got 'Em!
MODERN BREWERY AGE
"The Texas Rangers musical show builds goodwill for Walter Beer"
"The Texas Rangers" transcriptions of western tunes are tops in quality of content. The price is reasonable — scaled to the size of the station and market. Available, too, *at cost* is an attractive song book for give-away or self-liquidating offer.
Write or Wire for Complete Details
The Texas Rangers
AN ARTHUR B. CHURCH PRODUCTION
Geo. E. Halley, Mgr. Syndicated Features
PICKWICK HOTEL, KANSAS CITY 6, MO.

NARSR Proposes Revisions And 'Liberalization' of Code

REVISIONS and "liberalization" of the proposed NAB code were urged last week in a resolution ratified by the National Assn. of Radio Station Representatives and submitted in letter form to Harold Fair, NAB program director.

The NARSR letter declared that "... minimum standards established for an entire industry must necessarily reflect a compromise between the standards of major stations ... and the practical considerations involved in the operation of smaller and independent stations."

The suggested revisions, which follow, were offered by the NARSR "not ... as the final answers to the problem, but ... to offer suggested compromises which might prove helpful in drafting a final code satisfactory to all elements of the industry."

(1) Paragraph one (Time Limit on Commercials) revised as follows:

The maximum commercial time, excluding one station break, allowable in any 15-minute segment of broadcast time, regardless of type of program, or sponsorship, or how such 15-minute segments are divided into program units or announcements, should not exceed three minutes. Service announcements (time and weather) shall be exempt from this limitation, providing the entire announcement does not exceed 15 words, and further providing that the exemptions for such service announcements shall be limited to two each hour.

(2) Paragraph 3 (Time Limitation of Commercials) revised as follows:

Home Economics Shows

With the exception of shopping guides, home economics programs and agricultural product programs, all multiple sponsorship programs such as participation programs, announcement programs, and musical clocks, which heretofore through general practice have been exempt from only commercial time limitations, are subject to the limitation set forth in paragraph one, and, in the case of such programs of half-hour, three-quarter hour, and hour duration, to appropriate multiples of that limitation. With the same exception, five- and ten-minute multiple sponsorship programs are subject to the limitations set forth in paragraph two for such length programs, namely, one minute and two minutes respectively.

(3) Paragraph 4 (Time Limitation on Commercials), revised as follows:

Programs of news, news commentary and news analysis of five minutes or less in length should contain no middle commercial announcements.

(4) Paragraph 7 (Time Limitation on Commercials), revised as follows:

The placement of more than one commercial announcement between two programs shall not be permitted except for a service (time and weather) announcement, not exceeding 15 words. Station call letters and station ownership identification shall not be construed as a commercial announcement.

(5) Paragraph 9 (Contests and Offers), revised as follows:

All copy pertaining to any contest associated with the exploitation or sale of the sponsor's product or service, and all references to prizes or gifts offered in such connection, in excess of one minute, should be considered as part of and included in the total commercial time allowances as herein provided.

WBMD Baltimore Opens Nov. 27, 1 kw Daytime

THANKSGIVING morning, Nov. 27, is the opening date for WBMD Baltimore. The new station will operate on 750 kc, with 1 kw, daytime only. Licensee is Key Broadcasting Corp.

William R. Burrier is general manager. Studios are at 2 West Eager St., Baltimore.

WFMZ Allentown, Pa., independent FM station, went to full power of 1000 w and changed from Channel 286, 105.1 mc to Channel 240, 95.9 mc, Nov. 1, when new six-bay GE antenna was installed.

COMPARING NOTES at the cocktail party given by KING Seattle at the Rainier Club are (l to r) Joseph F. Hiddleston, president, Hiddleston, Evans & Merrill Advertising Agency; Mrs. A. Scott Bullitt, president of KING Broadcasting Co., and Henry B. Owen, KING general manager.

FM Day Hook-Up

THIRTEEN North Carolina FM stations pooled their facilities to present a full day (9 a.m.-9 p.m.) of live programming on FM Day during National Radio Week. Reception was excellent, although no landlines were used, H. W. Maschmeier, program manager of WRAL and WRAL-FM Raleigh, reports. Co-operating in the project were: WMIT WGNC-FM WAYS-FM WSIC-FM WAIR-FM WHPE-FM WGBG-FM WMFR-FM WSTP-FM WRAL-FM WGTM-FM WGBR-FM WBBB-FM.

IN RECOGNITION of its outstanding service to the U. S. war veterans, KROW Oakland, was awarded a certificate of appreciation by the U. S. Veterans Administration.

NAB District 2 Survey Indicates Trend Away From Sponsored Religious Series

TREND away from commercially sponsored religious programs is shown for the past year, according to a survey of small market stations in NAB District 2 (New York, New Jersey). The survey, third in a series of annual reports, was conducted by Simon Goldman, WJTN Jamestown, N. Y., chairman of the NAB Small Market Stations Executive Committee.

Quality of all religious programs improved during the year, the survey shows, with a corresponding increase in listening. Highest rating was found in network-produced programs, with local sustaining religious programs next, followed by local commercial and then national spot. Greatest improvement occurred in local sustaining and local commercial programs.

Of the 18 stations studied, five changed their policy last year, dispensing with local commercial religious broadcasts. Six stations reported they were carrying more religious time than a year ago, with the other 12 not carrying more time.

Most of the stations reported a distinct aversion to commercialism in religion, Mr. Goldman found.

Average religious time per week was 5 hours 45 minutes, ranging from a low of 2 hours 40 minutes to a high of 10 hours 45 minutes. Most stations permit churches to build their own programs, usually cooperating by suggesting a format or passing judgment on the programs. Eleven allow responsibility of production to fall on churches, five produce the shows and two combine the methods.

All commercial religious programs averaged 47 minutes less per week this year than last, Mr. Goldman found, with many new stations adopting a noncommercial policy toward religion. A decrease of 45 minutes per week in over-all average for sustaining religious programs is shown, with decided improvement in program quality.

Rotation methods for apportionment of time among denominations are used in most cases, with ministerial associations aiding in attaining equality. Protestant services are most numerous, due to the greater number of such churches. In some communities Catholic and Jewish faiths do not participate, but they are given the same broadcast opportunities, according to the survey.

Other survey findings:

Commercial religious programs average 2 hours 30 minutes per week, including local, network and national spot.

Ten stations report no local religious commercials.

Nine reported no network commercial religious programs.

Over-all average for all sustaining religion is 3 hours 15 minutes.

Local sustaining religious broadcasts average 2 hours 45 minutes with the high station carrying 5 hours 30 minutes and the low carrying 1 hour 30 minutes.

Reaction May Force

(*Continued from page 13*)

blessing; ASCAP, with the contract termination date drawing closer; BMI, which is part of the overall music problem slated for long discussion because of the industry's approaching Petrillo crisis.

When it starts code discussion the board will call in a group of three advisers familiar with all aspects of the document since the drafting job was started last spring. Ted Cott, WENW New York, who led opposition of independents at Atlantic City and later was elected chairman of a special NAB-sponsored independent committee that drew up a revised code, is to appear before the board to present the committee's recommendations. The committee asked to be be represented at the board meeting when it met a fortnight ago [BROADCASTING, Oct. 27].

Robert D. Swezey, MBS vice president, is to appear as chairman of the discharged Special Standards of Practice Committee that drafted the document submitted to the Atlantic City convention. Merle S. Jones, WCCO Minneapolis, is slated to appear as chairman of the Program Executive Committee, to which the special standards committee reported.

Headquarters Experts

Appearing as headquarters experts will be Harold Fair, Program Dept. Director, and Ben Miller, Assistant Director. Messrs. Fair and Miller spent last week codifying some 250 letters. These documents have been cross-indexed to aid board discussion. The analysis was undertaken following a two-day meeting of the board's own code review committee. This group met Monday until midnight, and then resumed the job Tuesday.

Every word of every letter from stations and industry groups came under the committee's scrutiny. As a result, the three members will be familiar with all letters as the board discusses industry sentiment.

Members of the board review committee were Harold E. Fellows, WEEI Boston, District 1 Director; John F. Meagher, KYSM Mankato, Minn., District 11 Director; Willard Egolf, WBCC-FM Bethesda, Md., FM Class A Director-at-Large.

The analysis of industry suggestions for code revision will boil down to the following general proposals:

- Relax time limitations, including exemption of service announcements from the double-spotting ban; also, exempt all station-break announcements.
- Give more latitude in distribution of commercial time.
- Permit more commercial time in multi-sponsor home economics, shopping and similar programs.
- Drop day-night differentiation in commercial time limit and substitute single set of time standards.
- Ease religion restriction at least to allow right to distribute literature, perhaps permit limited solicitation of funds.
- Permit dramatization of controversial-issue programs.

Dozens of other ideas have been offered, and all will be submitted to the board. Each suggestion will be accompanied by tabulations showing the numerical support behind it.

At NAB headquarters the feeling was expressed that stations have given careful consideration to the code. The demands are not excessive, it is believed, and represent approximately the reaction anticipated by those responsible for the code-drafting task.

Fourteen stations of **Iowa Tall** Corn Network, of which Edward Breen, KVFD Fort Dodge, Ia., is president, last Tuesday at a meeting in Des Moines passed a resolution opposing adoption of any code "which would in any way limit or restrict commercials, sponsors, programs or program content."

Mr. Breen joined with Ralph Atlass, WIND Chicago, in conducting a poll of stations, with total results to be compiled and announced prior to the NAB board meeting by the Chicago auditing firm of Arthur Young & Co. [BROADCASTING, Nov. 3].

By Thursday Mr. Breen had received comments from 30 stations in all parts of the country. All but one expressed complete agreement with views expressed by Mr. Breen in his pamphlet "If You Believe in Freedom," he said. Mr. Breen added that two NBC stations and one CBS station wrote they did not like the poll. Many stations asked for additional copies of the pamphlet, he said.

From other sources the Breen-Atlass poll was criticized as "lopsided" in that the questions were described as "leading." A number of code opponents said they could not vote in the poll because of the nature of the two questions.

Other Reactions

Among other late reactions was that of N. Blair Munhofen, secretary of WFSS-FM Coram, Long Island, N. Y. Mr. Munhofen's detailed analysis proposed easing of the time limitations; middle commercial in 10-minute newscasts; right to "defend ourselves from unjust criticism"; apply code to television; submission of code to membership for referendum vote.

Ken R. Dyke, NBC program vice president, stated in Hollywood last week that code opposition is coming from stations unwilling to conduct operations at a high level for a fair and equitable profit. He claimed it is unreasonable for a radio station to expect greater ratio of profit than enjoyed by a local newspaper or other comparable service business.

One of the original code drafters, Mr. Dyke said, the industry should set its standards at the highest reasonable level rather than endeavor to justify its worst performance. NBC favors the new code, he said, and favored the former standards.

As the board meets, membership totals 1,471 of which 1,227 are AM actives, 119 FM actives, 3 television actives, 122 associates. This represents a gain of 36 members since the Atlantic City convention, when 150 new members were admitted.

As expected, opposition has developed to the proposed increase in dues. Opponents claim that the association has become a reckless spender; that many of the services are of doubtful value; that reductions in expenses should be considered rather than increases; that many stations will withdraw if dues are increased.

On the other hand, NAB officials point out that the board has been directing that new and expanded services be provided, such as the Program Dept. and Standards of Practice. The developing campaign to meet Petrillo strikes involves additional expense, as well as servicing of hundreds of new stations.

NAB Needs $850,000

Operating on a budget of almost $700,000 for the current year, NAB will need roughly $850,000 in 1948 to continue present services. New scale of dues will be drawn up by the board, based on amendment of the By-Laws last summer. Several new scales have been considered, based on the $25,000 steps in annual income. The board thus will be able to remove many inequities in the present scale, as well as to make up some of the $50,000 annual income lost by change of networks to associate status.

McINTOSH TO SUCCEED CAPT. P. D. MILES AT FCC

A. L. McINTOSH, assistant chief of the FCC Engineering Dept.'s Frequency Service-Allocation Division, was named chief last week to succeed Capt. Paul D. Miles, who becomes the U. S. member and first chairman of the new International Frequency Registration Board at Geneva [BROADCASTING, Sept. 29]. The appointment is effective about Dec. 15 when Capt. Miles leaves FCC.

The division's name, meanwhile, was changed to Frequency Allocation & Treaty Division, since treaty functions were transferred there at the time the International Division was abolished.

Mr. McIntosh served with Capt. Miles on the U.S. delegation to the recent Radio Administrative Conference at Atlantic City, and has taken part in other international sessions.

Mr. Miles, as chairman of IFRB, will be *ex-officio* chairman of the Provisional Frequency Board which convenes in Geneva in January and on which FCC Comr. E. K. Jett will serve as head of the U. S. delegation.

Studebaker builds national sales with locally produced spot radio programs

ASK YOUR JOHN BLAIR MAN

Offices in Chicago • New York • Detroit • St. Louis • Los Angeles • San Francisco

JOHN BLAIR & COMPANY

REPRESENTING LEADING RADIO STATIONS

WMBG SERVING RICHMOND AND VIRGINIA FROM THE CAPITAL OF THE OLD DOMINION

FM STATION

W---CAPITAL OLD DOMINION

NOW OPERATING

18½ HOURS DAILY

47,000 WATTS AUTHORIZED POWER

In this Major Market

USE WMBG

REPRESENTED BY JOHN BLAIR & CO.

5000 WATTS

Bill Stern · Charlie McCarthy · Fred Allen · Jack Benny · Bob Hope · Fibber McGee and Molly

NBC AFFILIATE

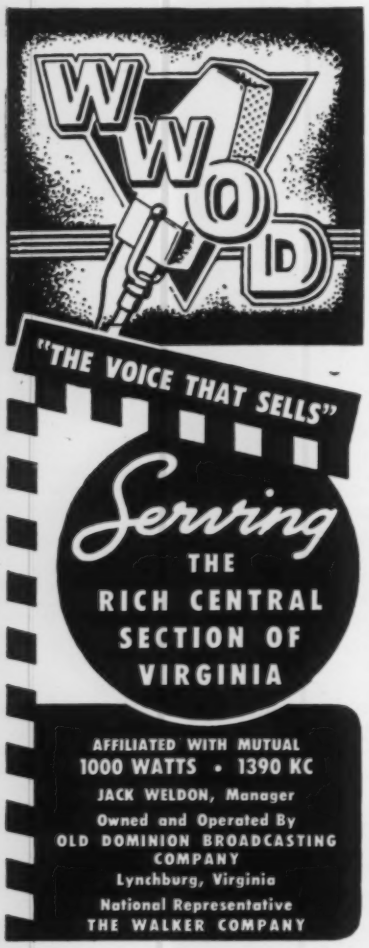
REC Meeting to Feature Seminar on Television

A "TABLOID television seminar" will feature the Nov. 13 luncheon meeting of the New York Radio Executives Club at the Hotel Roosevelt, William S. Hedges, NBC vice president and president of the club, announced last week.

Richard W. Hubbell, chairman of Richard W. Hubbell & Assoc., television consultants, will act as moderator. Other speakers and their subjects will be:

Frank E. Mullen, NBC executive vice president; Leonard Hole, director of the plans division, CBS television; Lawrence Phillips, director, DuMont Television Network, and Paul Mowrey, ABC director of television, all speaking on network television; J. R. Poppele, vice president, WOR New York and president, Television Broadcasters Assn., "Specific Problems and Plans of an AM Station Entering Television;" F. M. Flynn, president and general manager, New York Daily News, "Problems and Policies of a Newspaper Entering Television;" Charles Durban, assistant director of advertising, U. S. Rubber Co., "An Advertiser's View of Television;" Ralph Austrian, vice president of television, Foote, Cone & Belding, "The Responsibility of an Advertising Agency in Television," and Thomas Hutchinson, of Richard W. Hubbell & Assoc., "Television Problems Encountered by Sponsors, Agencies and Stations."

WEATHER-resistant, four-color display signs, promoting "What's Cookin'" program on WJBK Detroit, appear on each of 250 milk trucks of Ira Wilson Dairy, sponsor of the program. Display signs which promote the cooking demonstration shows are 22 by 48 inches in size and treated for weather proofing.



Networks, AAAA and ANA See Unity in Mutual Signing

REACTION of the other three major networks, AAAA and ANA, to Mutual signing for BMB was expressed by the presidents of the respective organizations as follows:

ABC

"We of ABC naturally are delighted that all four networks now are members of the Broadcast Measurement Bureau and that broadcasting now will have uniform coverage methods sponsored by the entire industry. At the outset, ABC showed its faith in such a system when, on Sept. 30 last, it signed its contract with BMB."—*Mark Woods, ABC president.*

CBS

"I have felt from the beginning and repeatedly stated that four-network support is essential to the continuing success of the Broadcast Measurement Bureau. The announcement that the other three networks also plan to support BMB is highly gratifying to me.

"Now the decks are cleared and we hope every effort will be made to arrive at a formula which will make possible a system of measurement that can be solidly backed by the entire radio industry."—*Frank Stanton, CBS president.*

NBC

"The unanimous subscription of the four national networks to the Broadcast Measurement Bureau guarantees solid network support of the principle of furnishing uniform and reliable measurements to buyers of our medium. The fact that no differences of opinions regarding the mechanics of conducting BMB studies have been permitted to destroy the basic idea of a uniform system of measurement is highly significant.

"NBC hopes that individual stations which have thus far been reluctant to subscribe to BMB because of some objection to the details of study No. 1 will realize the values of subscribing now to BMB.

"From the beginning of BMB's operation, NBC has advocated refinements and improvements in BMB's technique. NBC believes that these are best insured by the continuous active support of BMB by the three sponsoring associations—NAB, AAAA and ANA—and by the subscribing stations and networks which pay the bills. Working within the framework of BMB, we can produce the measurements which will be of greatest practical value to our customers."—*Niles Trammell, NBC president.*

AAAA

[EDITOR'S NOTE: Frederic R. Gamble, president of the American Assn. of Advertising Agencies, a few days earlier had proposed that if the broadcasting industry was not yet ready to support the principle of tripartite research BMB should be dissolved without further waste of time.]

"It is certainly good news that all four of the national networks have renewed their subscriptions to BMB. The second time around figured to be a longer pull. Now that the networks have reaffirmed in substantial manner their belief in the soundness of tripartite cooperative research we hope all individual broadcasters who haven't yet subscribed to BMB will now want to do so promptly."—*Frederic R. Gamble, AAAA president.*

ANA

"The continuance of standards, methods and procedures for radio research which met the needs of advertisers and agencies as well as broadcasters, has been immeasurably aided by the continued participation of the four major networks in the Broadcast Measurement Bureau.

"BMB is not only of great value to advertisers in itself. Its reports also provide reliable and accepted points of departure for further radio research, which is more and more needed as radio becomes increasingly competitive and each advertising dollar is expected to do a better selling job."—*Paul B. West, ANA president.*

Mutual

(*Continued from page 13*)

figures which show that with network subscriptions totaling about $140,000 a year and 448 station subscriptions adding another $275,000 annually, the gross income is still $85,000 a year short of the $500,000 which BMB has estimated as its annual need.

Announcement that all four networks had become BMB subscribers was made by J. Harold Ryan, vice president, Fort Industry Co., BMB board chairman. He said that a special network committee will meet soon with other BMB committees to consider network problems. Commenting on the network subscriptions, Mr. Ryan said:

"This confirms my confidence that BMB would continue to serve as the spearhead of cooperative radio research. It proves once again that the four major networks, as well as individual radio stations, competitors though they may be, are willing to reconcile their differences in the interests of providing advertisers and agencies with uniform radio measurements for the benefit of the entire industry."

The importance of a united network stand on BMB was stressed by Frank Stanton, CBS president, the day before Mutual came into the BMB fold. "Support by each of the four networks is essential to the continuing success of BMB," he said, in making public his letter of Sept. 29 to Mr. Feltis, explaining his network's unwillingness to join BMB on any other basis.

"The principle of having all four networks participating in a uniform, nationwide coverage measurement strikes me as being absolutely basic to the long-range success of BMB," the letter stated. "If three of us NBC, ABC and Columbia—come in and Mutual, with its engineering philosophy on coverage measurements, stays out, I think we will end up with a divided industry."

New Radio Consultants' Firm Formed in Capital

FORMATION of a new radio management consultants and brokerage firm, Broadcast Enterprises Inc., in Washington, D. C., has been announced by Herbert L. Wilson, president of the new corporation. The firm, with offices in the Investment Bldg., will engage in a wide variety of broadcasting and allied activities. Mr. Wilson said Officers of the corporation, in addition to Mr. Wilson, who is sole owner and operator of WHLW Rutland, Vt., are Downey Rice, vice president, and Theodore P. Gerth, secretary-treasurer. Mr. Rice, a practicing attorney in Washington, was an FBI special agent for ten years. Mr. Gerth, a tax consultant in the capital, formerly was an Internal Revenue agent.

Mr. Wilson

Mr. Wilson assumes his new post with a background of 27 years in every phase of radio. He has been a consulting radio engineer for 19 years, and for 14 years was vice president and a director of WBNX New York. A lieutenant colonel during the war, he served as radio officer on the late Gen. Joseph Stilwell's staff, and after returning to the United States was attached to the Joint Chiefs of Staff.

Jones to Head WIRL

APPOINTMENT of Robert B. Jones Jr., station relations manager, ABC Central Div., as general manager of WIRL, new 5-kw Peoria, Ill. ABC affiliate, was confirmed last week by Illinois Valley Broadcasting Corp. Mr. Jones takes over his new duties Nov. 17 and WIRL is due to go on the air Dec. 15. Mr. Jones joined NBC's Eastern Div. sales staff in 1940 and transferred in 1942 to NBC Blue Network. He served in the Navy from 1942 until 1945 when he returned to ABC.

FOUR MORE Canadian stations have applied for FM licenses, the CBC board of governors announced at Ottawa under their new policy of public hearings and publicity for all applications. CJIC Saut Ste. Marie, Ont., CFPA Port Arthur, Ont., CFRN Edmonton, and CJOB Winnipeg, have all applied for FM licenses. Applications have been made for mobile shortwave licenses by CHSJ St. John, N. B., CJKL Kirkland Lake, Ont., CFCH North Bay, Ont., and CJFP Riviere du Loup, Que. Emergency transmitter installation applications have been made by CFJM Brockville, Ont., and CFJC Kamloops, B. C.

Discussion of 'Chromoscope' Highlights Electronics Meet

AT FINAL SESSION of three-day Electronics Conference last Wednesday afternoon, Arthur B. Bronwell, professor of electrical engineering at Northwestern Technological Institute, disclosed the development of the new color television viewing tube, the "chromoscope," which he invented.

Prof. Bronwell, who is also president of National Electronics Conference, explained that the new tube differs from other color tubes in that it is the only system with a composite viewing tube and a single electron gun. Other television color systems, he pointed out, have three tubes and two or more electron guns.

'Relatively Simple'

"The chromoscope is a relatively simple, all-electronic device and would add only a small cost to the present black-and-white television receivers," Prof. Bronwell said. "By coating three screws with a different color phosphor which corresponds with the three primary colors, we have a composite image screen which enables the viewer to see the television programs in natural color . . .," he added.

By controlling the voltage on the screens automatically, each screen may be made to fluoresce in red, blue and green color sequence. The observer sees the three color images superimposed upon each other, forming a composite color image, according to Prof. Bronwell.

The system is being developed in the DuMont laboratories at Passaic, N. J.

At the Monday morning general session, Dr. L. V. Berkner, of the Joint Research and Development Board, speaking on "Electronics Comes of Age," traced the history of the science to 1897 when the first radio transmission was reported across the Bristol channel. "The phenomenal developments . . . in the intervening years," Dr. Berkner said, "mark the emergence of the science and the associated nationwide industry of electronics with all the privileges and responsibilities which go with maturity . . . We should understand them well and face them squarely."

George E. Ziegler, of the Midwest Research Institute, cited as the best known electronics instrument work of that institute the magnetic paper tape sound recorder which was developed for the Indiana Steel Products Co. Mr. Ziegler also pointed to the magnetic wire sound recorder as one of the outstanding examples of electronics research for new equipment.

Edith B. Fehr, engineer of the electronics department of General Electric Co., related how General Electric had selected "daylight white" as the color for its television "picture tubes." Entering into the choice, she said, were preferences of "most people, men in particular, for a shade of white they would want in their home television picture." Location of the television sets and characteristics of the human eye were also factors, she added.

General Electric engineers at the conference exhibited the company's new "split anode" electrometer tube, which will be marketed by the GE Tube Division at Schenectady, N. Y.

Walter Evans, president of Westinghouse stations and vice president of Westinghouse Electric Corp., appeared on two radio programs while attending the conference. On Monday night he was cut in from Chicago on Taylor Grant's *Headline Edition*, ABC news program, and spoke on "More Science in National Preparedness." Later that evening he was interviewed on a sustaining broadcast carried by WENR Chicago.

The conference was sponsored jointly by the Illinois Institute of Technology, Northwestern U., U. of Illinois, American Institute of Electrical Engineers and Institute of Radio Engineers, with the cooperation of the Chicago Technical Societies Council.

Registration at Chicago's Edgewater Beach Hotel for the three-day national forum on electronic research, development and application was approximately 2,500 persons.

Stage Set

(*Continued from page 17*)

greater than those of sound broadcasting; a 10-1 ratio is probably a fair rule of thumb.

Advertising revenue will be in line with circulation, a tough rule for first stations in their cities whose programs must be good enough to sell sets, not merely to attract previous set-owners. These stations will look to the networks for aid on programs, but it seems pretty obvious that they will have to share in the cost of their production and transmission. Many plans have been discussed; whichever ones are adopted at the outset will doubtless be modified greatly before the final formula is reached.

The one thing that everyone in television agrees on, with the possible exception of some motion picture interests that would like to see all video program service done by film, is that television networks are a necessity and that whatever the problems, solutions will be found, sooner or later, to provide the American public with a video program service comparable to that which it has received in AM radio, and that means, and again all agree, the best in the world.

'News' Denied

(*Continued from page 18*)

the *News* "would promote competition betwen newspaper-owned Class B FM stations in New York City since at this time the *New York Times* is the only New York newspaper authorized to operate such a station."

The grants to WMCA and ABC were issued with no dissents. Comr. Walker was the only dissenter from the grant to WPAT. Comr. Jett voted to give the remaining two grants to the *News* and Board of Missions, joining Messrs. Walker, Durr and Webster on the vote to the church. Comr. Hyde voted for the *News* and, along with Messrs. Denny, Walker and Durr, for Unity Broadcasting Corp. Comrs. Denny, Walker and Webster also favored a grant to WBYN Newark.

Applicants given denials in the proceedings:

Daily News; WLIB WBNX and WEVD New York; Bernard Fein; Frequency Broadcasting Corp.; Peoples Radio Foundation; Metropolitan Broadcasting Service, and NMU Broadcasting Co., and Amalgamated Broadcasting System, all of New York; and WBYN Newark and Radio Projects Inc., also of Newark.

Diamond

(*Continued from page 16*)

a conversation between Mr. Diamond and a BROADCASTING reporter:

Reporter: Mr. Diamond, will your work with Mr. Petrillo's union apply only to the recording phase?

Mr. Diamond: Oh, no. I will represent the AFM in all phases of its activity.

Reporter: Is Mr. Petrillo planning another meeting soon with the broadcasters to discuss the recording crisis?

Mr. Diamond: I wish I could answer that, but I can't because I don't know. I hope you won't think me uncooperative.

Reporter: Not at all, Mr. Diamond. Would you say that further negotiations are in sight?

Mr. Diamond: I'm afraid that's the sort of question I can't answer at this time.

Reporter: Well, in the light of your success in negotiating a contract with Mr. Petrillo some years ago as counsel for Decca Records many people are hopeful that in your affiliation with Mr. Petrillo's union you will be equally successful in working out a solution of the recording problem.

Mr. Diamond: Well, I am certainly happy if, as you say, I have raised that hope in some breasts. Some breasts of course are more impenetrable than others. But we are always around here if we can raise hope in them [indicating interview was near an end].

Reporter: [searching for some final, unequivocal ground, as the first drops of a downpour began to fall outside]: Thank you very much, Mr. Diamond. It looks as though we're going to have some rain.

Mr. Diamond: Well Mmmmmm. Well . . . .

Baltimore's Listening Habit

WCBM

MUTUAL BROADCASTING SYSTEM

JOHN ELMER, *President*
GEORGE H. ROEDER
General Manager

Exclusive National Representatives
WEED & CO.
New York, Chicago, Boston, Detroit, Atlanta, Hollywood, San Francisco

Hi-Rating* 6-Day Strip Show-Only $100 Month

TUNE IN VARIETY FAIR

156 PROGRAMS with UNCLE DAN ELMIRA and the SPOTLIGHTERS

AS LOW AS $3 Per Program For Small Markets

The sparkling musical jamboree that follows the sure-fire, vodvil-pop-variety pattern. 156 programs, (15-min.), already transcribed, open band, (library). Entirely flexible to fit any type sponsor. Already sold over 30 markets. Ratings daytime up to 6* on big network stations.

for FREE DISK

UNIVERSAL Radio Productions
HOLLYWOOD, 6757 Hollywood Blvd.
NEW YORK 730 5th Ave.
CHICAGO 360 N. Mich. Ave.
DETROIT 19154 Kingsville
BOSTON, 6 Beacon Street
ATLANTA, 909 Whitehead Bldg.

The Spartan Women and the Chambray

Jane Dalton, Women's Director, is on the air Monday through Saturday. The other morning she advertised some cotton goods that went on sale precisely at the end of her first broadcast at 10:00 a.m. At the end of her second broadcast at 10:30, Jane scurried off to buy some of the chambray she had just described. There wasn't enough left to make a doll's dress!

WSPA Spartanburg, South Carolina

5000 watts day and night, 950 Kc. Rep. by Hollingbery
CBS Station for the SPARTANBURG-GREENVILLE Market

The Swing is to WHB in Kansas City

WHB
Kansas City

• MUTUAL NETWORK
COMING! • FULL TIME
• 5000 WATTS
• 710 KILOCYCLES

FCC Begins

(Continued from page 18)

senting a third category termed "interpreted commercial." Mr. Peter explained this third category referred to participating programs, defined as sustaining programs containing commercial announcements at intervals of less than 14 minutes 30 seconds.

Commissioner Hyde questioned how a half-hour record show interspersed with commercials could be termed sustaining. Mr. Peter replied it was no more difficult to consider it sustaining than commercial, as that was the definition before the Blue Book. Mr. Dempsey added that such a program was not the responsibility of any sponsor but rather of the station.

The summary table showed 70.1% of WBAL's time for the composite week was commercial, 15.5% interpreted commercial, and 14.4% sustaining. It listed 384 commercial spots and 232 "participating" announcements, plus 20 noncommercial public service and six station-promotion spots.

Mr. Dempsey repeatedly sought to show, by questioning, that in Mr. Peter's opinion WBAL's operation has been typical of other basic NBC affiliates and substantially less commercial than other stations which had been put on temporary license for Blue Book reasons but which have since received renewals. This line of questioning brought immediate objections from Pearson-Allen counsel, and Comr. Hyde sustained them on grounds that the conclusion was too broad and without supporting facts.

TUESDAY

Mr. Peter remained on the stand for most of Tuesday's session which marked return of the proceeding to Washington. Additional comparable program analysis exhibits were offered on the FCC-specified composite week for 1946, for November 1946 (said to be the first monthly report produced by the newly installed analysis system of Frazier & Peter) and for December 1946.

In explaining an exhibit covering the first full week of each month, January through October 1947, Mr. Peter stated the report was a modification of the previous exhibits and differed in one major way. Where the others had included the "interpreted commercial" category the 1947 study treated commercial programs and announcements as requested in the Blue Book.

The exhibit gave the weekly average as 69.3% for commercial and 30.7% for sustaining time. The average announcement breakdown: Commercial—304 station break, 92 participating; sustaining—11 station promotion, 98 WBAL originated public service and 48 network originated public service.

Dr. David E. Weglein, former superintendent of schools for Baltimore and since April 14, 1947, WBAL public service counselor, on Tuesday afternoon began explanation and discussion of an exhibit of public service reports covering the present year to October 4. His testimony carried over through Wednesday morning.

Dr. Weglein told how WBAL previous to his association with the station had been very cooperative with the school system, providing time within reason. He emphasized quality and not quantity in public service programs and said he had heard a lot of such programs which were a waste of time. A lot of poor public service programs still can make a good report percentagewise, he pointed out. Dr. Weglein said he prefers local sustainers to network sustainers since the latter have but a general appeal. He also emphasized that he "was not one to think because a program is commercial it is not of public service value."

Asked if there had been an increase in quantity of public service programs since he took over at WBAL, Dr. Weglein answered "Yes." Questioned if it were a substantial increase, he replied "I think so," later adding, "Maybe I've been granted too much" public service time.

Upon inquiry by Comr. Hyde as to his predecessor at WBAL, Dr. Weglein indicated he had "started from scratch" as far as he knew and explained that John J. Dickman, WBAL program manager, previously had carried the title of special service director.

WEDNESDAY

Mr. Dickman testified at length Wednesday afternoon on the station's public-service programming in civic, educational, religious and similar fields.

He said WBAL had set aside a total of 14½ hours a week for sustaining local live public service programming, but stressed that it has not always been able to fill these periods with this type of program material, despite its efforts. He said the station was allocating substantially the same amount of time for such programs when he returned from Navy service in September 1945—(before issuance of the Blue Book).

Cites WBAL Cooperation

Mr. Dickman said that in his Navy service he contacted a number of radio stations for assistance with recruiting and similar Navy projects and never encountered one that offered greater cooperation than WBAL. He said the station made its facilities available for "an entire Navy Day," and that so far as he knew it was the only station to do so.

Mr. Dickman was slated to continue his narration of WBAL's program activities when the hearing resumed Friday morning. There was no Thursday session.

FCC Upholds Own Extension Rights

Denies WEVD, WBYN Requests On WAAW (FM) Completion

FCC RULED last week that it has authority to allow additional time for completing construction of a station whether the permittee requests it in advance of the deadline or afterward.

The ruling, with Comr. Clifford J. Durr dissenting, and Comr. Robert F. Jones not participating, denied requests of WEVD New York and WBYN Newark asking the Commission to reconsider its April 29 extension of time for WAAT Newark to complete construction of its WAAW(FM).

WBYN and WEVD had argued that the permit for WAAW was actually forfeited because its application for extension of time was not filed until 15 days after the specified completion date (March 1).

Satisfactory Showing

The Commission majority replied that before granting additional time it investigated the reasons for late filing and the reasons given by WAAW in support of its plea for an extension. FCC said it found that the request was filed late "through oversight," and that the station had had difficulty in getting equipment and in securing Civilian Production Administration permission to erect transmitter and studio buildings. It concluded that the station had made "a satisfactory showing."

WAAT promised to have WAAW on the air "not later than June 15," the Commission added, noting that it did commence operation on July 24.

The opinion argued that both the Communications Act and FCC's Rules are sufficiently broad with respect to forfeiture of permits to support its grant of additional time.

Both petitioners were applicants in the New York-New Jersey FM case (see story, page 18) and contended that allowing additional time to WAAW violated the Supreme Court's ruling in the Ashbacker case. The FCC majority replied that the WAAW case was "not comparable to granting a new application for a construction permit, and petitioners cannot claim they were entitled to a comparative hearing with the [WAAW] application."

Durr Dissent

Comr. Durr, dissenting, argued that under both the Act and the Rules the WAAW permit was "automatically forfeited," and that there has been no sufficient showing that failure to complete construction was beyond the station's control.

MBS "Queen for a Day" is to be produced as movie with rights obtained by Seymour Nebenzal. Film is scheduled for production early in 1948 with Jack Bailey and other radio personalities in cast.

Upcoming

Nov. 13: Television Assn. of Philadelphia, second general meeting, Philadelphia.
Nov. 13-15: National Assn. of Radio News Directors Second Annual Convention, Washington, D. C.
Nov. 13-15: NAB Board of Directors, NAB Hdqrs., Washington.
Nov. 15-16: Assn. of Women Broadcasters, 13th District, annual conference, Gunter Hotel, San Antonio, Tex.
Nov. 17: Hearing on TV Channel No. 1, FCC Hdqrs., Washington.
Nov. 18: AAAA Eastern Annual Conference, Waldorf-Astoria Hotel, New York.
Nov. 21: AAAA Central Council Annual meeting, Hotel Drake, Chicago.
Nov. 24-27: Canadian Broadcasting Corp. Board of Governors meeting, Ottawa.

Liberty Again Seeks WOOD Under Quirk of Avco Ruling

IN A UNIQUE twist in FCC's station sales procedure, Liberty Broadcasting Inc., the original purchaser, last week became the competing bidder in the $850,000 resale of WOOD Grand Rapids by ABC.

Liberty's offer matched the bid filed by Grandwood Broadcasting Co. when the original sale to Liberty, which had been given FCC approval, was not consummated.

WOOD, 5-kw NBC affiliate on 1300 kc, was acquired by ABC in 1946 in the network's purchase of King-Trendle Broadcasting Corp., which also included WXYZ Detroit. FCC ruled that the network must hold WOOD in trust pending resale.

Liberty, owned by Roy C. Kelley and Ray M. Veenstra, then negotiated purchase of WOOD for $850,000 and received Commission consent. The transaction was not completed, however, and Grandwood and ABC reached an agreement and filed for FCC approval two months ago [BROADCASTING, Sept. 1]. Grandwood is headed by Harry M. Bitner, Indiana and New Hampshire broadcaster.

The new Liberty application, filed under FCC's Avco Rule prescribing open bidding on station sales, reflects a reorganization of the company, with Messrs. Kelley and Veenstra owning 51%. They have executed an agreement to set up a voting trust for 10 years to provide for continuity of policy, and a block of stock has been set aside for staff members "as bonuses as incentive to management."

Messrs. Kelley and Veenstra and 13 other residents of Grand Rapids, mostly business and professional people, and Paul H. Raymer Co., station representative firm of New York, have subscribed $300,000 for preferred stock as result of "a desire on the part of many citizens of Grand Rapids that WOOD should be locally owned," the application declared. Raymer Co.'s subscription is about 10%.

To help meet the $850,000 purchase price, the application said, Liberty has negotiated a $425,000 loan from Modern Woodmen of America, Rock Island, Ill., in addition to the $300,000 stock subscription. Profits accumulated by WOOD since ABC took it over as trustee on July 17, 1946, were estimated at $165,000, and these under FCC's ruling go to the ultimate purchaser.

Grandwood Principals

Grandwood Broadcasting Co. stock is owned by WFBM Inc., largely owned by Mr. Bitner and members of his family, which has 50% interest; Ralph S. Euler, executive vice president of Mellon National Bank & Trust Co., Pittsburgh, 30%; his wife, Bertha G. Euler, 8%; and Frank R. Denton, vice chairman of the board and chief executive officer of Mellon National Bank, 12%. WFMB Inc. is licensee of WFBM Indianapolis and operates WEOA Evansville. Mr. Euler has 5% of this company. Mr. Bitner and son, Harry Jr., also own WFEA Manchester but have sold it to a group of local merchants for $170,000 subject to FCC approval.

The Liberty application was handled by the Washington law firm of Miller & Schroeder. Grandwood is represented by Segal, Smith & Hennessey, also of Washington.

CBS STARTS DOMESTIC TYPE NEWS ROUNDUP

A DOMESTIC counterpart of the *CBS World News Roundup*, titled *CBS News of America* was announced last week by Wells Church, the network's director of news broadcasts. Available for co-operative sponsorship, the show will be heard Monday through Saturday, 9-9:15 a.m. on the full CBS network except WCBS New York.

The series will be handled by Don Hollenbeck, who now conducts *CBS Views the Press*. Two CBS reporters have been reassigned in preparation for the series—Charles Collingwood to Los Angeles and Bill Downs to Detroit. They will be called in daily by Mr. Hollenbeck to report on *CBS News of America*, Mr. Church said.

Mr. Collingwood will be replaced on his nightly 11-11:10 CBS news stint by Richard C. Hottelet, former CBS foreign correspondent, beginning with the broadcast of Nov. 10.

One-Third of WGYN Is Sold by Muzak; WFOB Reorganization Granted by FCC

SALE of one-third interest in FM station WGYN New York by Muzak Corp. to Charles E. Merrill and Radio Sales Corp. was approved last week by FCC. Consideration is $31,000. At the same time FCC approved reorganization of FM station WFOB Fostoria, Ohio.

The WGYN transaction marks retirement from commercial radio station ownership by Muzak, the wired-music service firm once headed by ex-FCC Chairman James Lawrence Fly and which is owned chiefly by former Assistant Secretary of State William Benton. Radio Sales Corp., licensee of KRSC Seattle, Wash., and Mr. Merrill have equally shared the remaining two-thirds interest in WGYN.

The transaction involves payment of $100 each by the transferees to Muzak; cancellation of two outstanding agreements between Muzak and WGYN Inc., licensee, and pursuit of a new agreement covering eventual payment of obligations totaling $31,000 to Muzak. The wired-music firm also agrees not to re-enter radio before 1952.

The WFOB case involves assignment of permit from Laurence W. Harry to Seneca Radio Corp., a new firm composed of station employes and of which Mr. Harry is secretary and 50.25% owner. Other stockholders in Seneca include F. F. Elsea, president and 24.87%; G. H. W. Bruggemann, vice president and 12.43% and E. V. Hurst, treasurer and 12.43%.

Consideration, according to application, is assets and part of liabilities of assignor, plus organizational and operational expenditures of the assignor from Dec. 1, 1946, to June 30 under special temporary authority. Losses in operating expenses over operating income were 2,651.65 as of June 30, with income about one-third of expenses, according to the application.

WJOB, WASK OWNER REALIGNMENTS FILED

REALIGNMENT of ownerships of WJOB and WJOB-FM Hammond and WASK Lafayette, Ind., with Robert C. Adair acquiring control of the Hammond operation and O. E. Richardson taking majority ownership in the Lafayette station, was reported to FCC last week for approval.

Mr. Richardson, who has been manager of WJOB, is selling his approximately 38% interest in the station—half to Mr. Adair, commercial manager, who already has about 28%, and half to the licensee corporation, South Shore Broadcasting Corp. In return, he receives $26,250 from the licensee and, from Mr. Adair, $3,750 and Mr. Adair's one-third interest, valued at $22,500, in WASK.

Mr. Richardson, president of WASK, has owned a one-third interest and thus builds this to 66-2/3%. Mr. Adair increases his share in WJOB to about 58%. The Hammond station operates on 1230 kc with 250 w, while WASK is on 1450 kc with 250 w.

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FCC Predicts

(*Continued from page 15*)

predominant class (1,044 or 46% as against 465 or 51% on VJ-Day). The forecast anticipates 522 fulltime and 367 parttime regionals. In all classes, fulltime stations would number 1,673, and parttime outlets 577.

Of the "expanded" and "new" radio communities resulting from the assumed total of 2,250 stations in 1948, the report said:

1. Expanded radio communities. — Of the 566 communities which had radio stations on VJ-Day, somewhat more than half will receive added stations. The 290 expanded communities had an average of two stations on VJ-Day; they now will have an average of almost five stations. The 276 unexpanded communities, on the other hand, in practically every case are one-station communities. The main explanation for this unequal growth appears to be the larger average population of the expanded communities, among which are 138 of the 140 metropolitan centers. Moreover, only 3% of the 290 expanded communities were of less than 10,000 population, whereas more than 33% of the unexpanded communities were in this lower population group . . .

2. New radio communities. — Of the 497 new radio communities, 403, or four out of five, will receive only one station . . . Almost 80% of these 403 new single-station communities are cities of under 10,000 population, while 37% are cities of under 5,000 population. Of the remaining 94 new radio communities, 80 will receive two and 14 three or more stations.

Profit Determining Factors

The survey reviewed at length the recent financial history of station operations and the "growth of the revenue pie" as it relates both to total advertising expenditures in all media and the share devoted to radio as compared with newspaper and magazine advertising. It points up in particular the opportunity for expanding radio's share (14% in 1945) of all local advertising.

"Whatever the cause," the report asserted, "the fact remains that the classes of stations which showed the smallest growth in local time sales from 1940 to 1945 also spent the smallest proportion of broadcast expense in programs and talent." The "positive approach for improving the local program appeal" also rests on "development of transcriptions and 'cooperative' live network programs," the survey added, declaring that "the art of program building will both affect and be affected by revenues, costs, time rates, income, and management policy."

Station Price Factor

Among factors which will affect "future capacity of broadcast stations to compete, to survive and to render public service" is listed the effect of prices paid in station sales. Declaring that current sales prices reflect an "unprecedented state of prosperity" enjoyed by AM stations during the war, the report asserted that while total sales prices from 1938 to 1943 ranged from 139 to 260% of the total original cost of fixed assets, the figure was 343% in 1945 and 650% in 1946. Fifty-two stations were sold outright in 1946 at an average price of $441,589, the report noted.

"Even at the prices paid," it added, "the stations were so profitable that collectively their new owners would recover (before Federal income tax) their purchase prices in 6.4 years, if profits remained at the 1946 levels." But, the report warned, high prices may create an "inflexibility through the necessity of servicing capital obligations arising out of the purchase."

The report was issued at a time when some 25 construction permits and one station license had been turned in to the Commission for economic reasons since the first of the year.

It will be distributed only upon request and so long as the supply lasts. It may later be printed and sold by Government Printing Office but no arrangements have been made to that end.

Roundup Time for the CBS' and Affiliates' Executives at Tucson

GROUP gathered in front of KTUC includes (standing, l to r): Gerry O'Brien, KTUC; Clinton D. McKinnon, KSDJ; E. W. Buckalew, CBS Hollywood; E. F. Peffer, KGDM; C. E. Midgley, Jr., CBS New York; W. B. Lodge, CBS New York; Saul Haas, KIRO; Frank K. White, CBS New York; Howard Lane, KOIN; H. V. Akerberg, CBS New York; Dick Welsh, KSIL; Lee Little, KTUC; D W. Thornburgh, CBS Hollywood; Clyde Coombs, KARM and KROY; J. Kelly Smith, CBS New York; Ernie Martin, CBS Hollywood; Eldora Roth, KARM; Al Johnson, KOY; A. J. Mosby, KGVO; Dick Wheeler, KXLY. Seated: Dave McKay, KOLD; Hal Brown, KERN; Ralph Brunton, KQW (face partly covered); George Cook, KOY and KTUC; Amos Barron, KSDJ; Loren Stone, KIRO; Joe Wilkins, KFBB; John Hogg, KOY; Jack Williams, KOY; Harry Buckendahl, KOIN.

CBS executives posing against the cacti are (l to r) Don Thornburgh, Western Division vice president; Lee Little, KTUC Tucson; Frank White, vice president and treasurer; Herb Akerberg, vice president in charge of station relations.

* * *

Feature of The Week

(*Continued from page 10*)

included: Frank White, vice president and treasurer; H. V. Akerberg, vice president in charge of station relations; D. W. Thornburg, vice president in charge of Western Division; J. Kelly Smith, director of station relations; William B. Lodge, director of general engineering; Chas. E. Midgley Jr., sales service manager; Edwin Buckalew, stations relations, Western Division manager; Ernie Martin, program director, CBS Pacific Network; George Cook, WLS Chicago, treasurer of Arizona Network; Ralph Brunton, KQW San Francisco; Harry Buckendahl, Howard Lane, KOIN Portland, Ore.; Joe Wilkins, KFBB Great Falls, Mont.; Hal Brown, KERN Bakersfield, Calif.; Amos Barron, Clinton D. McKinnon, KSDJ San Diego; A. J. Mosby, KGVO Missoula, Mont.; R. B. Wheeler, KXYL Spokane; Clyde Coombs, KARM Fresno, KROY Sacramento; Dick Welsh, KSIL Silver City, N. M.; E. F. Peffer, KGDM Stockton, Calif.; Loren B. Stone, Saul Haas, KIRO Seattle; Eldora Roth, KARM; Dave McKay, KOLD Reno; D. D. Roderick, Val Lawrence, KROD El Paso; John Hogg, Al Johnson, Jack Williams, KOY Phoenix; Carl Morris, KSUN Lowell, Ariz.; Lee Little, Gerry O'Brien, KTUC Tucson, Ariz.

Detroit 'Hot' on Video

DETROIT is the "hottest" television city in the Midwest, said Edwin H. Hinck, sales manager of Industrial Television Inc., Nutley, N. J., following a Midwestern trip. Television exhibits drew the greatest interest and the most inquiries at Detroit's recent television and new products exposition, he reported. "Even in cities such as Cleveland which does not have a station but where there is one under construction, dealers reported high interest in television, and in a number of instances orders have already been placed for receivers," Mr. Hinck said.

Efficient merchandising service plus complete town-farm coverage make KGLO a "must" on your radio time list.

1300 K.C. 5000 WATTS CBS AFFILIATE

WEED & COMPANY, REP.

A Lee STATION

Ten AM Outlets Granted; KVLU and KGDE Get Boosts

CONSENT was granted last week by FCC for 10 new standard stations, including five authorizations for daytime only operations.

KVLU Lubbock, Tex., was granted modification of permit to increase daytime power from 1 to 5 kw in accordance with a previous conditional grant. KVLU is assigned 790 kc. KGDE Fergus Falls, Minn., was awarded a construction permit to erect a new antenna and increase night power from 100 w to 250 w, its daytime power. KGDE operates fulltime on 1230 kc.

The new authorizations:

Gaffney, S. C.—Cherokee Radio Co., 1570 kc, 250 w, daytime. Principals: A. Ray Godshall, attorney, president; Robert E. Liverance, former chief engineer WEGO Concord, N. C., vice president; Gerald C. Merchant Jr., before Army Air Force service member of South Carolina Highway Patrol, secretary, and William K. Gunter Jr., secretary-superintendent Derry Damask Mills, treasurer. Each holds 25%.

Sulphur Springs, Fla. — Sulphur Springs Broadcasters, 1050 kc, 250 w, daytime. Co-partnership: Harold A. Dunlap, Tampa Hardware mechant, and James D. Sinyard, owner of Birmingham, Ala., home appliance store and onetime commercial manager of WCBI Columbus, Miss., and salesman at WHAR Clarksburg, W. Va.

Williston, N. D.—Williston Broadcasting Co., 1450 kc, 250 w, unlimited. Principals: James D. Mortwedt, radio director North Dakota Farmers Union and ex-announcer KSJB Jamestown, N. D., president; Henry Williamson, farmer and state legislator, vice president; A. L. Hellebust, secretary-treasurer North Dakota Farmers Union, secretary-treasurer; Lloyd R. Amoo, KSJB chief engineer, director, and F. A. Forseth, farmer and state legislator, director. Each owns 20%.

Lebanon, Mo.—Lebanon Broadcasting Co., 1230 kc, 250 w, unlimited. Owned equally by three couples: Robert C. and Francis Fields, Kenneth and Elsie Irvin and Jean and Catherine Ann Bradshaw. Mr. Fields, president, and Mr. Bradshaw, secretary-treasurer, are associated in law practice. Mr. Irvin, vice president, is manager of local department store.

Walsenburg, Col.—Walsenburg Broadcasting Corp., 1450 kc, 250 w, unlimited. Principals: Patrick H. Connelly, metallurgist and inspector, president; Joseph F. Nigro, attorney, vice president, and Thomas D. Banks Jr., Pueblo radio consultant and former plant engineer of KOMA Oklahoma City. Each holds one-third interest.

Fort Bragg, Calif.—Mendocino Coast Broadcasting Co., 1230 kc, 250 w, unlimited. Co-partnership: Toni R. Amarante, former chief technician of Magnovox Co., Fort Wayne, Ind., and radio engineer, to be station manager; Mathew S. Thompson, manager-owner New World Radio Store, to be operator; John A. Brush, formerly with KSFO San Francisco, to be sales manager, and Edward A. Mertle, hotel and night club operator.

Dawson, Ga. — Dawson Broadcasting Co., 990 kc, 1 kw, daytime. Principals: Ed Stevens, president of Stevens Industries, peanut products, president; Walter C. Woodall, partner Woodall Press, secretary-treasurer, and Allen M. Woodall, president - general manager WDAK Columbus, Ga., vice president. Each holds one-third.

Cambridge, Ohio — Land O'Lakes Broadcasting Corp., 1270 kc, 1 kw, daytime. Principals: Howard D. McClelland, chairman of board of Universal Potteries Inc. and president of Pacific Pottery Co., president; Howard A. Donahue, assistant manager and executive program and promotion director of WCOL Columbus, Ohio, vice president-assistant treasurer; Gerald D. Agnew, president Universal Potteries and vice president Pacific Pottery Co., treasurer; D. Deemer Agnew, attorney, secretary; Charles H. Sipe Jr., auto dealer, and Dr. Paul O. Huth, superintendent and chief surgeon, St. Francis Hospital, Cambridge. Each owns 20% except D. D. Agnew.

Weston, W. Va.—Lewis Service Corp., 1450 kc, 250 w, unlimited. Principals: Harold McWhorter, former news and music director WTBO Cumberland, Md., president and 45.9%; H. G. Raiguel, funeral director, treasurer and 45.9%; Mabel Ann West, newspaperwoman, assistant secretary and 2%; Wilda McWhorter, wife of Harold, vice president and 1%; Don McWhorter, former program manager WBLK Clarksburg, W. Va., 2d vice president and 0.2%; R. H. Pritchard, owner Weston Democrat, secretary and 5%.

Clinton, Okla. — Western Oklahoma Broadcasting Co., 1320 kc, 1 kw, daytime. Principals: Alice Howenstine, promotion manager, secretary-treasurer and part-time owner KASA Elk City, Okla., 24.5% owner; V. M. Preston, KASA representative, 15% owner; Lonnie J. Preston, majority owner-general manager KASA, 24.5% owner; L. L. Preston, former KASA commercial manager, 26% owner, and J. A. Caldwell, KASA commercial manager, 10% owner.

All of the new station grants, excepting those for Clinton and Weston, included engineering conditions.

Dollar Output of TV Sets Will Surpass Standard Receivers by June—Cosgrove

DOLLAR volume from output of television receivers will be greater by next June than that from standard broadcast sets, Ray C. Cosgrove, Crosley Division, director and ex-president of Radio Manufacturers Assn. declared at a Thursday meeting of the NAB-RMA Liaison Committee held at NAB headquarters in Washington.

Mr. Cosgrove also foresees a marked increase in output of AM-FM receivers. RMA figures for the week ended Oct. 19 showed a total of 16,771 receivers with AM-FM circuits, he said, with 7% of all production including FM. He estimated about a million sets with FM will be produced by the end of the year.

As to TV receivers, he added, "One distributor says he expects four times the activity in television sets." Mr. Cosgrove's predictions were revealed in a joint NAB-RMA news release.

Success of the recent National Radio Week campaign conducted jointly by RMA and NAB insures a fourth annual observance next year, it was declared.

Reports on the celebration were submitted by A. D. Willard Jr., NAB Executive Vice President; Robert K. Richards, Director of Public Relations, and Hugh Higgins, Assistant Director of Broadcast Advertising. Plans for the national awards dinner at which scholarships will be presented winners of the high school essay contest were discussed. James Stewart, film actor, has been added to the list of judges.

Plans for the united industry drive against the Petrille musicians union were discussed, with RMA indicating it will participate if its board of directors approves (see seperate music story, page 16).

Others taking part in the meeting were President Justin Miller and Secretary-Treasurer C. E. Arney Jr., for NAB; T. A. Craven, WOL Washington; George B. Storer, WJBK Detroit; William Ware, KSWI Council Bluffs, Ia; Carleton Smith, WRC Washington.

For RMA: Max F. Balcom, Sylvania Electric Products, RMA president; Bond Geddes, executive vice president; Walter Evans, Westinghouse Electric Corp.; Dr. Ray H. Manson, Stromberg-Carlson Co.; John West, RCA.

SENATOR GIVES RADIO NEWSMEN ADMITTANCE

RADIO was present to cover the proceedings when the Howard Hughes hearing resumed in Washington on Wednesday, but up until the preceding night when the committee finally gave its approval, there had been serious doubt that radio newsmen would be admitted.

Making a routine check for permission to broadcast the hearings, several of the networks sensed a "reluctance" on the part of Sen. Homer Ferguson, chairman of the Senate War Investigating Sub-Committee conducting the hearing. The request was then repeated more formally by Albert L. Warner, director of Mutual's Washington news bureau, in a letter to Senator Ferguson and other members of the sub-committee. When that produced no results, daily queries were made by the networks, but no decision was forthcoming until 5:30 p.m. Tuesday when it was learned that radio would be allowed.

A spokesman for Senator Ferguson denied that the senator was attempting to suppress coverage by radio. He pointed out that Senator Ferguson was the first one to permit radio to cover such activities back in January when the attempt was made to unseat the late Senator Bilbo, thus demonstrating his belief in the purposes of such coverage.

Cites Reason

The reason that the idea of eliminating broadcasters was taken under advisement, said the spokesman, was that previous hearings had been described as a "circus," and the committee was seeking to eliminate the source of such contention. With this in mind, he said, an agreement was reached whereby radio newsmen would be present, but would remain as inconspicuous as possible.

Mr. Warner, in sharp disagreement with the committee's point of view, told BROADCASTING: "The microphone merely reports the hearing verbatim without embroidery. If it's a 'show' in the committee room, it's a 'show' on the air, the fault or merit rests on the committee. I don't see why the spoken word makes a 'show' any more than big black headlines with a verbal report."

TEN GRANTS IN FM MADE BY COMMISSION

CONSTRUCTION permits for six Class B FM stations and CPs in lieu of previous conditions for four Class B FM outlets were authorized last week by FCC. Two non-commercial educational FM grants—one to the Buffalo (N.Y.) Board of Education and the other to the Sacramento (Calif.) City Unified School District—were vacated by the Commission for failure of prosecution.

The following were authorized CPs; conditions (power is effective radiated power, antenna height is above average terrain):

KCBC-FM Des Moines, Iowa—Class B, 94.1 mc, Channel 231, 260 kw, 500 ft.

WHOP-FM Hopkinsville, Ky.—Class B, 98.7 mc, Channel 254, 9 kw, 230 ft.

KFUO-FM Clayton, Mo.—Class B, 104.1 mc, Channel 281, 58 kw, 600 ft.

WGTC-FM Greenville, N. C.—Class B, 99.1 mc, Channel 256, 9.7 kw, 305 ft.

WPTF Radio Co., Raleigh, N. C.—Class B, 94.5 mc, Channel 233, 12 kw, 620 ft.

WNYS Nashville, Tenn.—Class B, 107.5 mc, Channel 298, 250 kw, 580 ft.

The following were authorized CPs in lieu of previous conditions:

WOMI-FM Owensboro, Ky.—Class B, 92.5 mc, Channel 223, 60 kw, 375 ft.

KROW-FM Oakland, Calif.—Class B, 95.7 mc, Channel 239, 900 w, 1560 ft.

KGPO Grants Pass, Ore.—Class B, 96.9 mc, Channel 245, 3.1 kw, minus 1650 ft.

KOMA-FM Oklahoma City, Okla.—Class B, 105.9 mc, Channel 290, 210 kw, 470 ft., completion date to remain as 4-28-48.

• CLASSIFIED ADVERTISEMENTS

PAYABLE IN ADVANCE—Checks and money orders only—Minimum $1.00. Situation Wanted 10c per word. All others, 15c per word. Count 3 words for blind box number. One inch ads, acceptable, $12.00 per insertion, non-commissionable. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

Help Wanted

Commercial manager-salesman. Chief engineer-announcer. New Rocky Mountain outlet. Picture, disc, references first letter. Box 847, BROADCASTING.

A livewire salesman with ambition and radio know-how is needed by a small New England network affiliate. The right man will get choice accounts and a money-making set up. Write Box 848, BROADCASTING.

Need two good salesmen to work draw-commission metropolitan midsouth station. Also, good experienced girl combination traffic-continuity. Also, full-time continuity writer. Send photo, experience breakdown, sample continuity. Box 854, BROADCASTING.

Continuity-traffic. MBS station, midwest needs experienced young lady now doing this work, $45 per week, unencumbered. Give references, experience college training, when available. Box 866, BROADCASTING.

Sales, drawing account, commission, established station, some active accounts at start. Two years radio selling required. Salesman only. Involves really large income for right man. Give full details. Box 867, BROADCASTING.

Announcer—Must be thoroughly experienced in special events and ad-lib music shows. We are in no hurry, just looking for the right man. All details first letter. Box 876, BROADCASTING.

Announcer—Opportunity with livewire 1000 kw Mutual affiliate in fast growing southern city. Applicant must be experienced, have good voice and be first class ad-lib man. Will make it interesting for right man. Box 877, BROADCASTING.

The SCHOOL of RADIO TECHNIQUE

NEW YORK • CHICAGO

America's Oldest School Devoted Exclusively to Radio Broadcasting

Comprehensive Day and Evening Courses in all phases of Radio Broadcasting taught by Network Professionals. Moderate rates.

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NEW YORK 20, N.Y.: RADIO CITY, R.K.O. Bldg.
CHICAGO 4, ILL.: 228 S. Wabash Avenue

Program director-production man.

Opportunity for right man to become associated with established progressive independent AM and FM stations in south's largest market. Right man must be aggressive and have plenty of radio experience, preferably on an independent station in a major market. He must have organizational ability and must be able to write and produce shows that will sell. Only men with proven ability who are looking for a good future and not a job need apply. Right salary for right man! Send picture and complete details first letter.

BOX 911, BROADCASTING

Progressive, sound intelligent salesmen wanted for 1 kw Atlantic coast major market station. Compensation on salary plus commission basis. Right man should make upwards of $5000 per year.
Box 829, BROADCASTING

Help Wanted (Cont'd)

Personality disc jockey-salesman wanted by modern regional, Florida network affiliate. Will turn over sales and programming of morning 2 hour block to man who has the "show and sell" to satisfy listeners and clients. Good potential to right man in talent and commission. Send picture, transcription and qualifications. Box 900, BROADCASTING.

Announcer with interest in sports, to cover local sports events and do staff announcing. Some play-by-play. Good opportunity for man wishing to get well-rounded experience in midwest town of 40,000. Box 903, BROADCASTING.

Experienced salesman for established eastern North Carolina network outlet. Excellent salary and commisison. Must own car. Send full details, references and snapshot. Box 904, BROADCASTING.

Regional San Juan, PR station wants chief engineer capable installing high power and directive antenna. Must be familiar with FM and new radio developments. Knowledge of Spanish and engineering degree desirable. Single young man preferred. Good salary and living quarters. Send qualifications to Carl H. Butman, 892 National Press Bldg., Washington 4, D. C.

Production man to take charge of department. New station with progressive management. Excellent opportunity for the right man. Also, can use another operator-announcer. Radio Station KSYC, Yreka, California.

Wanted—Combination announcer-engineer. Salary open, telephone 625, Harlan, Kentucky.

Disc jockey-announcer. Young, ambitious, with ideas and ability. Opportunity to become associated with established independent station in south's largest market. Good base pay plus opportunity to make some real money by selling time on own show. Right man must also be general all-round radio man with proven record of success; willingness to work is essential. Really an opportunity to join an aggressive outfit. Send complete details, recordings, photograph to WJMR-WRCM FM, New Orleans, La.

Good announcer with first class license for NBC 5 kw 19-year-old station with congenial staff. Send disc and picture along with qualifications and salary requirements. KXLF, Butte, Montana.

Announcer-operators wanted by new local Florida station. Excellent working conditions, apartments available, furnished or unfurnished, fishing nearby. If you want all-year pleasures with congenial co-workers, write or wire Box 883, BROADCASTING.

Need first class disc jockey for immediate employment. Must be clever, experienced professional personality, not a "character." Request Hooper ratings your shows if available, picture, transcription of work, character references, for western station. Write to Box 886, BROADCASTING. Top pay for right man.

Position available for experienced staff announcer with ability to handle currently successful morning program. Send biography and audition disc to WDRC, Hartford, Connecticut.

Help Wanted (Cont'd)

Independent FM station going on the air soon has opening for program director, announcer, traffic supervisor, stenographer and sales manager. Write full details of your experience, references and salary desired to Bernard G. Peter, 327 N. Gay Street, Baltimore 2, Maryland.

Experienced announcer—1000 watt, midwest ABC station has opening for strong, versatile commercial announcer. $70.00 for 48 hour week. Talent extra. Send qualifications, photo, and transcription to Program Director, WFDF, Flint, Michigan.

Announcer-engineer wanted by 1000 watt NBC Florida station. First class license necessary. Send complete information including disc Radio Station WLAK, Lakeland, Florida.

The originator of a radio department in a private employment agency has just opened new offices to serve this growing industry. We need every type of radio personnel for spots in every state. Contact us immediately. J. Leonard Beaner & Associates, Suite 322, Chester-12th Bldg., Cleveland 14, Ohio.

Salesman interested in investing and working in proposed California station. Box 912, BROADCASTING.

Wanted — Combination newsman and announcer. Must be able to write local news and announce. Send audition disc and full information first letter. Local network Virginia station. Write Box 913, BROADCASTING.

Wanted—Transmitter engineer one kw AM, 37 kw FM. Prefer young, single man, but will consider all applicants. Send qualifications, phone number and photo if possible, and the earliest starting date. Salary $40 to $50 depending on qualifications. Write H. C. Spengler, Chief Engineer, WHPE, High Point, N. C.

Engineers—1st phone—1 kw-AM, 3 kw-FM. Car desirable, reasonable starting salary. Experience, expected salary, reference, etc., to Chief Engineer, Radio Station WHTN, Box 2165, Huntington, West Virginia.

250 watt network affiliated station opening immediately needs proven, experienced, combination program and production director with ability to mc shows. Salary plus. Box 925, BROADCASTING.

One kilowatt FM now on air is lengthening its broadcast schedule and has immediate opening for experienced transmitter engineer. Want permanent man. Others need not apply. Telephone or wire J. L. Dunn, KIMV-FM, Hutchinson, Kansas. Telephone 4400.

Situations Wanted

Topflight promotion man available, with background of almost 10 years as regional district manager, working on 36 stations. Interested in promoting new accounts, plus additional revenue "without cost to you". Would consider suitable position on commercial staff. Box 679, BROADCASTING.

Program director—Ten years announcing, writing, production, publicity. Northeast preferred. Box 825, BROADCASTING.

Situations Wanted (Cont'd)

Experienced manager—Highly successful in sales, programming and administration. To save time, please state maximum offer for right man. Box 860, BROADCASTING.

Announcer — Experience runs gamut from A. to Z. Knowledge of programming, production, control board operation. Veteran. College. Bright ideas. Box 873, BROADCASTING.

Successful announcer—3 years network affiliates. Now chief announcer, considering change. 25, single, college graduate. News, disc, special events, sports. Worth my salt as present and previous employers will testify. What's your proposition. Box 874, BROADCASTING.

Engineer, first class license, married, dependable, desires responsible position. Experienced transmitters to ten kilowatts. Consider position as chief in small station. Box 887, BROADCASTING.

Announcer. Vet. Graduate leading Radio City announcing school. Trained all phases. Disc, photo. Box 888, BROADCASTING.

Transmitter engineer, 36, married, first class telephone and telegraph licenses, desires position with station in Pacific northwest or southeastern Alaska. Familiar with Alaska. Box 889, BROADCASTING.

Announcer. Young, single, promising voice, personality. Vet, conscientious, willing to travel. Grad leading radio school. Disc, photo available. Box 890, BROADCASTING.

Television operator. Experienced RCA TT 5 transmitter, sixteen years extensive radio background, practical knowledge and photography and film processing. Acceptable reason for changing employment. Northeast only. Box 843, BROADCASTING.

Announcer, inexperienced but capable. One year leading broadcasting school. Age 26, personable, affable, good voice. Will accept position on three months trial basis. Available two weeks notice. Travel almost anywhere. Write for photo, references, application letter. Box 858, BROADCASTING.

AVAILABLE JANUARY 1

As station manager, small midwest markets only; presently executive of widely read trade publication. An answer to this ad will identify man with 17 years newspaper, station experience.

BOX 909,
BROADCASTING
360 N. Michigan Ave.,
Chicago

ATTENTION RADIO STATIONS

Two experienced sports announcers available for 1948 baseball season. Thoroughly trained in speech technique by Morse School of Expression, St. Louis, Mo. Expert sport tutelage under France Laux on all sports. Baseball our speciality, through broadcasts of live American and National League season games. We like to work as team giving fans all the color and baseball appeal. Appropriate ideas to create interest in baseball. Will come to any city, any league. Recordings by tape or record available. Box 905, BROADCASTING.

Program director and chief announcer wanted immediately.

WDOS and WDOS-FM offer opportunity for program director to demonstrate ability. Rush complete resume, salary requirements and available date. WDOS, Oneonta, N. Y.

WANTED

Experienced announcers for 5 kw fulltime independent. State age, experience, salary, radio references. Send disc and photo. KLEE, Milby Hotel, Houston, Texas.

HAMMOND ORGANISTS—*ATTENTION*

If you can play any and all requests on the Hammond from pops to classics; if you can read commercial copy in a friendly selling manner; if you have a pleasant air personality and a gift of gab to go with it, KLEE, 5000 watts, 610 kc, Houston, Texas has a grand job open. Write, enclosing recent photo and all the necessary info to BUD SHERMAN, KLEE, MILBY HOTEL, HOUSTON, TEXAS.

Situations Wanted (Cont'd)

Announcer—2½ years experience; news; music-commentary; commercial. Prefer FM-AM east coast. Box 898, BROADCASTING.

Engineer presently employed. Experience in maintenance, control board operation, remotes and recording. Young, progressive, can fill as announcer. Preferably desires position as studio engineer in metropolitan area. Box 899, BROADCASTING.

Experienced salesman, age 25, agressive, ambitious, wants sales position where he can gross between five and ten thousand per year. Past experience sales and general manager 1 kw ABC affiliate, sales rep. for regional network; present account executive for station in city of over seven hundred thousand. Available first of January. Box 901, BROADCASTING.

Not money-mad, but can use good salary. Announcer. Young, dependable, versatile. Formerly with 250 watt station. Top references. Will travel. Disc and details upon request. Box 902, BROADCASTING.

Writer—5½ years experience continuity, commercial copy. Wrote and produced own shows. Announcing experience. Vet, single, prefer eastern seaboard. Box 906, BROADCASTING.

Engineer-announcer. 1st phone. Commercial experience. Good educational background. Desires position in New Jersey, Connecticut, eastern Pennsylvania, southeastern New York. Vet, 25. Box 907, BROADCASTING.

Continuity, commercial copy chief. Male. 8 years experience, New York, Philadelphia, Washington. $5000 minimum. Prefer 100 mile radius New York. Box 897, BROADCASTING.

One of the leading mic-men of the east desires to make a change as of January 1st, 1948. Presently employed in leading metropolitan market. Proven sales record. Executive training and experience. 15 years as radio background. Better than average references. Will consider only better than average position. Must be permanent. Personal interview necessary. Address Box 908, BROADCASTING.

For qualified technicians, write or phone: Employment Department, Melville Radio Institute, 15 West 46th St., N.Y.C. BRyant 9-5080.

Chief engineer, now employed, experienced in all phases of broadcast station installation, maintenance, operation, directional antennas, AM and FM, seeking employment by progressive broadcaster. Box 881, BROADCASTING.

Executive—10 years experience all phases radio, management, sales, programming, promotion. Also, public relations and government information background. Wide acquaintance and good reputation in industry; abreast trade affairs, valuable know-how local, 5 kw, 50 kw operations. Presently employed executive post large national organization. Married, father, under 40; no drifter, sober. Prefer east, south, southeast with progressive station offering security with salary based on experience, responsibility, and current living conditions. Top references. Available reasonable notice. Box 884, BROADCASTING.

Salesman Wanted

● This successful 1000 watt independent needs immediately one good man experienced in selling local accounts. The few men here enjoy working together and the staff cooperates closely. There are no house accounts. Liberal commission—against draw, if desired. A car is necessary. Send complete details in first letter to:

Dale F. Darr, Comm. Mgr.
Radio Station WMLO
Milwaukee 3, Wisc.

Situations Wanted (Cont'd)

General manager's position with progressive small market station desired by aggressive young man with eight years extensive experience in all phases of broadcasting, including establishment of new station in metropolitan area. Box 910, BROADCASTING.

Announcer—Some experience. Radio college graduate. Can handle board, typewrite. Have passed network announcer auditions, but need more small station experience anywhere. Wanna hear my disc? Jerry DeHaan, 4246 Sheridan Road, Chicago 13, Ill.

General manager. A real success story goes with this thoroughly experienced leader. Excellent reason for leaving present position. Family. Permanent. Experience in all phases. Personal interview essential. Box 915, BROADCASTING.

Engineer-announcer trained first phone/telegraph two years experience to 5 kw, veteran, 27. Married desire position southern California vicinity. Andrew Romanisky, Box 231, Gardena, California.

Program director—Now in N. Y. Anxious to locate any position in or near Indiana. Five years experience announcer, music director, writer-producer. Personal interview. Box 914, BROADCASTING.

As entire program department I put FM station on air. Use efficiency expert network system. Topflight background. Immediate availability. Near New York. Box 916, BROADCASTING.

First phone. Announcer, commercial and play-by-play sports. Advertising and copy management in radio and newspaper. College graduate. I want to use this experience as a station manager or in any combination of jobs to earn upwards of $4500 a year. Veteran. Box 917, BROADCASTING.

Veteran announcer with ten years' experience seeks position with top flight progressive station. Background includes service with 5000-watt NBC basic, network broadcasts, news, sports and a thorough working knowledge of special events. Excellent references, age 27; salary requirements 65 dollars. Box 918, BROADCASTING.

Chief engineer, experienced in organizing, construction and operation of 1 kw. Transmitter experience to 200 kw. Desire permanent position with progressive organization, anticipation one or more CP's. Young, married, responsible. Prefer western states. Box 919, BROADCASTING.

Engineer, first phone, five years' experience, now employed, age 29, married. Box 920, BROADCASTING.

Program director. Do you know that the best way to safeguard your station from future uncertain economic cycles is to present new and original programs that competing broadcasters won't have? Programs designed to (1) Rival the popularity of leading network shows (2) Triple time buying (3) Overhaul stereotyped schedules resulting in numerous non-listeners and all day listeners never knowing one station from another. I have several traffic ideas ready for immediate production. A former program man, now director of radio research for one of the country's biggest advertisers, I'm interested only in organization run by men of vision, city over 100,000. Box 891, BROADCASTING.

Script writer, 27, background radio and advertising. Journalism A.B. $200. Box 893, BROADCASTING.

Announcer—Experienced, dependable morning man. Married. Desires new location, preferably midwest or northwest. Presently employed with network affiliate. Available January. $60.00 minimum salary. Box 894, BROADCASTING.

Announcer, 7 years eastern cities, including 50 kw. Expert record showman, ad-lib interviews, audience participation. Colorful newscaster. No sports or special events. $5000 minimum, in or near New York. Box 896, BROADCASTING.

For Sale

For sale—RCA FM equipment 0 3 kw transmitter, Pylon antenna, transmission line, supporting tower, speech equipment. New, not unpacked. Immediate delivery at RCA list price. Box 878, BROADCASTING.

Have type 42-E Collins antenna coupling unit that has been used only five months. Replaced by directional. Practically new. Price $200.00, FOB. Box 895, BROADCASTING.

For Sale (Cont'd)

For sale—250 watt RCA transmitter type 250-E and Blaw-Knox tower, type CK, 174 ft., insulated. WACO, Waco, Texas.

One wirecorder portable unit with four extra spools of wire, in excellent condition. Slightly used. Price $340.00. One Presto recorder model K-8, in excellent condition, slightly used. Price $295.00. Phone or wire Saginaw Broadcasting Co., Saginaw, Mich.

2 master pro Rek-O-Kut overhead cutting drives 500 OHM used one month. Both for $260.00. Campbell Recording Co., 2906 E. Jefferson, Detroit, Michigan.

1000 watt 304-A WE transmitter with spare tubes, plus 1126-A WE limiter. Recently removed due to power increase. Excellent condition. Immediate delivery. Full price $3250. KFVD, Los Angeles 5.

1000 watt Western Electric Type 353E1 transmitter. In excellent condition. Available immediately. Radio Station KDAL, Duluth, Minnesota.

For sale new Temco 250 watt G.S.C. transmitter. Write WBML, Macon, Georgia, make offer.

One WE 23-C console $600. One consolette, meets FM specifications, $475. One Robinson transcription turntable with WE 9-A complete, $350. One Presto 28-N recorder, $2350. Brush model 401 magnetic tape recorder, $185. U. S. Recording Co., 1121 Vermont Ave., N. W., Washington 5, D. C.

New, never used Technology Instrument Corporation dynamic noise suppressor, type 910-AB balanced 600 ohms, input and output. Gray finish cost $596.00, make offer. Frank Carman, Radio Station KUTA, Salt Lake City, Utah.

For sale—WE 353E1 in perfect condition. Two sets tubes. Now in operation. Radio Station KMLB, Monroe, La.

For sale—Pierce wire recorder model 55-B practically new. Complete with Turner crystal microphone, extra reels, rapid rewind equipment and sturdy carrying case. Cost over $500.00. Goes to highest bidder, any reasonable offer considered. Inquire KRKO, Everett, Washington.

Tower construction and maintenance, also ground systems—Available now. Ace Hi Tower Construction Co., offices at WROM, Rome, Georgia, H. C. Tant, Mgr., Phone 9075.

Wanted to Buy

Radio station. Radio executive interested buying partnership, interest or control of local station. Will assume management. Network affiliate preferred. Box 836, BROADCASTING.

Small station. Cash basis. Prefer unit not presently showing full possible earnings. Box 892 BROADCASTING.

Wanted—2 RCA type AZ-4217-2 vertical pickup heads. WACO, Waco, Texas.

Miscellaneous

Announcing for Radio-Kilmer. Newest publication in its field. Used by nine universities, 300 stations. $2.50. University Radio Publications, Box 1136 University Place Station, Des Moines, Iowa.

Jockey's comedy script collection, $5.00. Kleinman, 25-31-T 30th Road, Astoria 2, L. I., N. Y.

FOR SALE

1 KW STATION

PRICE—$75,000.

LOCATION—Booming Southwest Market.

EQUIPMENT—All new Raytheon.

POTENTIAL — Excellent for facility development and good earnings.

WRITE—Exclusive representatives

BLACKBURN-HAMILTON CO.

Radio Station Brokers

WASHINGTON, D. C.
James W. Blackburn, 1811 New Hampshire Ave. National 7468

SAN FRANCISCO
Ray V. Hamilton 255 Montgomery St. Exbrook 2-5672

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PRESIDING at conference of Attorney General's Advisory Committee on Citizenship in Washington, D. C., Nov. 3 and 4 was Justin Miller (second from r), NAB president. With Judge Miller are (l to r): Watson B. Miller, commissioner of Immigration and Naturalization Service; Attorney General Tom Clark; Sidney G. Kusworm, of Dayton, Ohio, chairman of B'nai B'rith National Americanism and Civic Affairs Commission, and Judge Carl B. Hyatt, advisor to Attorney General Clark. Committee was named by the Attorney General to further Dept. of Justice program to emphasize meaning of American citizenship to the alien seeking naturalization.

Effort to Include FM Plans In NARBA Hits Opposition

EFFORT to include FM in the North American Regional Broadcasting Agreement (NARBA) meeting met U. S. opposition as proceedings got under way last week in Havana.

FM proposal was submitted by conference chairman, Nicolas G. de Mendoza, who said FM "undoubtedly will afford relief to the standard band. Regional and local stations are wasting power needed very badly to reach long distances from the cultural centers to the rural areas," he said. "If in the next conference we do not contemplate the possibility of relief from FM, we will have once again done an incomplete job, as we did in Havana 10 years ago."

George E. Sterling, FCC engineer and head of the American delegation, replied that the subject is outside the scope of the agenda but could be discussed after completion of conference work.

The U. S. delegates and advisors are participating under renewed government-industry admonitions to stick to engineering and leave policy matters alone.

The conference, to lay the groundwork for the NARBA treaty conference in Canada next August, is expected to last from three to six weeks. The Havana report will not be binding upon the various countries, which have until May 1 to submit final proposals for treaty changes.

In the absence of a decision on FCC's long-drawn clear-channel case—now expected early next year—the U. S. was unable to offer any recommendations regarding channel uses, but expects to cover this phase in its final proposals after the clear-channel proceeding is decided.

The position which U. S. delegates to Havana will take with respect to changes recommended by the various signatories was outlined in a document prepared by FCC and industry representatives and given general approval in a government - industry conference Oct. 24. For the most part this guide advocates approval of the non-policy phases of the proposals already submitted by the U. S. [BROADCASTING, Oct. 13], with some modifications as agreed upon in the government-industry session.

The U. S. delegation, with Mr. Sterling as chairman, also includes Donald R. MacQuivey of the State Dept.'s Telecommunications Division as vice chairman, and Raymond Harrell, of the U. S. Embassy in Havana.

Other Delegates

Other delegates, all from FCC:

James Barr, AM Division chief, Engineering Dept.; Neal McNaughten, who has been closely associated with NARBA work in connection with Engineering Dept.; E. F. Vandivere, Jr., Technical Information Division; George Gadea, engineer, who will also serve as an interpreter, and Joseph Kittner, Law Dept.

Advisors include:

Raymond F. Guy, radio facilities engineer, NBC; James Parker, allocations engineer, CBS; John G. Preston, chief allocations engineer, ABC; E. M. Johnson, chief plans and allocations engineer, MBS; Royal V. Howard, engineering director, NAB; G. F. Leydorf, chief engineer of WJR Detroit, for Clear Channel Broadcasting Service; Andrew D. Ring, consulting engineer, for Westinghouse Radio Stations.

J. W. Bain, senior radio engineer of Dept. of Transport, Ottawa, heads the Canadian delegation to Havana meeting. Harry Dawson, Toronto, manager and consulting engineer of Canadian Assn. of Broadcasters, and W. G. Richardson, engineer of Canadian Broadcasting Corp., Montreal, also are on Canadian delegation.

In the Oct. 24 government-industry meeting, as in a similar session a week earlier [BROADCASTING, Oct. 20], emphasis was centered on the importance of considering no questions, engineering or otherwise, which contain policy implications. It was agreed, for example, the the U. S. group would recognize the International Telecommunications Conferences' recent authorization for use of 540 kc in broadcasting but would not discuss how it will be used.

TBA PLANS TV CLINIC AT ITS ANNUAL MEET

TELEVISION Broadcasters Assn. will hold a one-day video clinic for its members in connection with the TBA annual meeting, to be held Dec. 10 at the Waldorf-Astoria, New York, TBA President J. R. Poppele announced last week. Day's proceedings will be open to members only, he said, except for the awards luncheon.

Program includes two panel sessions, one for active members, in charge of Lawrence W. Lowman, CBS vice president in charge of television, and one for affiliates, in charge of Ernest A. Marx, manager of the video receiver division of Allen B. DuMont laboratories. Active members will hear talks on getting a video station on the air, local programming, local sales, networking by relays, cable, stratovision and films, engineering problems, and an address by an FCC commissioner.

Affiliates program will include discussions of agency problems in preparing television programs.

rapid film developing processes for television, receiver productions and distribution, video talent and similar topics.

Annual TBA awards for contributions to the advance of the video art will be made during the luncheon session. Paul Raibourn, president, Television Productions, is chairman of the awards committee.

Rambeau Letter

NOTIFICATION that the William G. Rambeau Co., Chicago, which represents approximately 40 stations, has refused to join the recently organized National Assn. of Radio Station Representatives was mailed to the firm's clients last week.

HIGHER GROSS, LOWER NET REPORTED BY CBS

AN INCREASE in gross income but a decrease in net in the first nine months of 1947 as compared with a similar period last year was reported last week by CBS.

Figures for the first nine months of 1947 were not precisely comparable with those for the similar period reported in 1946 because a 40-week period was included in 1947 and only a 39-week period in 1946. Gross income from sale of facilities, talent, lines, and from records made by the subsidiary, Columbia Records Inc., was $74,556,873 in the nine months ending Oct. 4, 1947, and $66,836,024 in the first nine months of 1946 ending Sept. 28.

Net income for the two periods was $3,660,860 in 1947 and $3,997,532 in 1936.

CBS CONSOLIDATED INCOME STATEMENT

		Nine Months Ending October 4, 1947 (40 Weeks)		September 28, 1946 (39 Weeks)
Gross income from sale of facilities, talent, lines, records, etc.		$74,556,873		$66,836,024
Less: Time discount and agency commission, record returns, allowances and discounts		19,891,439		18,248,499
		$54,665,434		$48,587,525
Deduct:				
Operating expenses and cost of goods sold	$36,576,869		$32,084,780	
Selling, general and administrative expenses	11,568,325		9,654,557	
Provision for depreciation and amortization	919,314		614,673	
Total		49,064,508		42,354,010
		$ 5,600,926		$ 6,233,515
Miscellaneous income, less miscellaneous deductions		344,934		279,017
Income before federal income taxes		$ 5,945,860		$ 6,512,532
Provision for federal income taxes		2,285,000		2,515,000
		$ 3,660,860		$ 3,997,532
Write-off in 1947 of color television facilities as result of denial by the Federal Communications Commission of petition for commercial color television authorization (after deducting $113,269 representing income tax reduction attributable thereto)	$184,807			
Less—Transfer from reserve for contingencies	184,807			
NET INCOME FOR PERIOD		$ 3,660,860		$ 3,997,532
Earnings Per Share		$2.13		$2.33

(Calculated upon the 1,717,352 shares of $2.50 par value stock outstanding as of October 4, 1947.)

Of the 1947 net income shown above $2,844,247 or $1.66 per share was realized from the Company's broadcasting operations and $816,613 or $.47 per share from its record manufacturing operations. These net income figures compare with $2,892,157 or $1.69 per share from broadcasting operations and $1,105,375 or $.64 per share from record manufacturing operations during the 1946 period.

November 5, 1947

FRANK K. WHITE,
Vice-President and Treasurer

The 1947 results are subject to year end adjustments and to year end audit by Certified Public Accountants.

New Dongan Grantee Takes Facilities of WOKO Albany

WOKO Albany, loser in a long fight against deletion by the FCC, was slated to go off the air last Saturday night, to be succeeded by a station using its equipment, many of its staff members, and possibly its call letters, but operated by Governor Dongan Broadcasting Corp.

Arrangements were completed Thursday night for Governor Dongan to buy WOKO's equipment, transmitter plant and necessary studio facilities and office equipment from WOKO Inc., licensee of the deleted station, for $53,000. Spokesmen said many of the staff members would be retained by Governor Dongan and that others would transfer to WABY Albany, which meanwhile goes under control of the Press Co. Deuel E. Richardson, who has been active in the management of WOKO, said his own plans are indefinite.

WOKO's ABC affiliation will be continued temporarily by the new operation, but is slated to go to Champlain Valley Broadcasting Corp. when it completes construction of its WRWR Albany.

The Commission announced last week its final decision to grant the Governor Dongan application for WOKO's 1460-kc channel, to operate with 5 kw, and authorized interim use of WOKO's existing facilities if they could be leased or bought. WOKO operates with 1 kw day and 500 w night. Governor Dongan filed an application with FCC Friday morning reporting its acquisition of the equipment and asking for special temporary authorization to commence operation and to use the call letters WOKO.

Date Changed

Today (Monday) had been set as deletion date, but WOKO Inc. decided to take its station off the air Saturday night. While using WOKO studio space temporarily, Governor Dongan plans to move into new quarters in an Albany hotel within two months.

FCC's final decision, as its original proposal anticipated [BROADCASTING, Sept. 11], denied the applications of Joseph Henry Broadcasting Co. and Van Curler Broadcasting Corp. for WOKO's facilities. Van Curler, whose application was heard before the others were filed, may appeal but had reached no decision last Friday.

Meanwhile, the Commission granted the long-pending application for transfer of control of WABY Albany from Raymond M. Curtis, WOKO president, and Harold E. Smith, who was found to have aided in the concealment of ownership for which WOKO was deleted, to the Press Co., a minority stockholder. Total consideration was $143,750. WABY is on 1400 kc with 250 w.

FCC's final decision on the applications for WOKO's facilities contained re-written portions which took some of the sting out of the proposed decision's references to Mr. Curtis and Mr. Richardson. Even so, the final decision concluded that they "have not demonstrated that they possess the qualifications to be broadcast licensees."

Governor Dongan is owned by 35 stockholders, mostly business and professional men and all longtime residents of the Albany area. The firm is headed by James T. Healey, 18.7% owner, who has been a news commentator and participant in radio programs in the Albany area since 1932. Company officials indicated they would employ the staff of WOKO and offer them an opportunity to buy stock in the company.

The Commission said that in view of this, and with three stations under construction in Albany, "it cannot reasonably be concluded that any" of the WOKO employes, including Mr. Richardson, "need suffer a loss of employment" by denial of the application of Joseph Henry Co., which is owned by Messrs. Curtis and Richardson and station staff members.

"Likewise," FCC continued, "Raymond M. Curtis would not suffer financial loss . . . His total investment in Station WOKO from its inception to the date hereof has been $80,000 and he expects to realize approximately $150,000 if the corporation's assets are liquidated. Moreover, he has drawn substantial dividends over a period of many years from the profitable operation" of WOKO.

Mr. Curtis indicated in the hearing that, if the Joseph Henry application was denied and the WABY transfer to Press Co. approved, then as sole remaining stockholder of WOKO he would liquidate the corporation.. The estimate of $150,000 from liquidation, he said, was made after deducting the amounts to be paid under a May 15 contract whereby WOKO agreed to purchase Mr. Smith's stock for $180,000 [BROADCASTING, June 2].

WOKO has been operating on special temporary authorization since March 1945, when FCC first denied its renewal application.

Stabile Advocates Stand on Petrillo

EDITOR, BROADCASTING:

Your editorial of October 27th, (Jimmy's Chips Are Down) was brilliantly written. I'm a strong advocate of unionism, yet, somehow I can not possibly believe that Mr. Petrillo's recent edict was pronounced for the benefit of his members. If anything, it will mean less revenue for his musicians and greater opportunity for non-union artists. And definitely, it will cause disunity in his organization. I wonder if anyone feels as I do, incontinently, that maybe the president of the AFM had uppermost in his mind, the loss of $2,000,000 annual royalties.

Henry E. Stabile
Secretary
WBEY New York

* * *

Handling of Petrillo Story Brings Orchids

EDITOR, BROADCASTING:

It is perfectly apparent to me what a delicate situation you faced in preparing your Oct. 20 issue concerning the general music situation. When I received my copy of this issue, and the news of the Petrillo-ban "once and for all" had broken over the weekend, I realized full well what an adroit editing job had been done with your lead story. I could not refrain from sending on to you these words of praise, because it was a . . . clever job most ably handled.

The story gave an excellent roundup of the music situation and fit the picture even though it was written before the Petrillo statement was made. While I am aware of the fact that this situation comes up often in journalism, your skillful handling of this all-important story deserves these orchids which I send you whole-heartedly.

Michael M. Sillerman
President
Keystone Broadcasting System
New York.

* * *

Sends Congratulations On Petrillo Coverage

EDITOR, BROADCASTING:

This is simply a word of congratulations on your fine coverage on the Petrillo matter and especially on the editorial titled "Jimmy's Chips are Down."

I believe that editorials of this nature contribute considerably to setting the records right on controversial matters of this sort.

Please accept my heartiest congratulations in appreciation for fine reporting and fine writing.

Bert Georges
General Manager
WHEB Portsmouth, N. H.

SOUTH BEND RELAY
Brings Grid Classic to Record Number of Televiewers

TELEVISION brought the Army-Notre Dame football game, played last Saturday, to an estimated 175,000 persons, officially inaugurating a new video relay, from South Bend to Chicago, set up by Balaban & Katz' WBKB.

In the Chicago area alone, 10,000 TV receivers were available to pick up the game from WBKB. On the university campus, 5,000 persons could view the contest on receivers set up by arrangement between Rev. John J. Cavanaugh, C.S.C., president of Notre Dame, and Frank M. Folsom, executive vice president of RCA.

A special transmitter had been installed at Notre Dame by WBKB so that the residents of South Bend, as well as those of Chicago, could receive the telecast. The relay sending the signal from the University of Chicago was pretested at the Iowa-Notre Dame game and found to present pictures as clear as video programs originating in Chicago.

In addition to audiences in the Chicago and South Bend area, more than a million in the East were permitted to view highlights of the game on television through motion picture presentations. Technicians of N. W. Ayer Moving Picture and Television Bureau filmed the entire game and developed and edited the motion picture on the plane en route back East. The program was telecast in New York, Schenectady, Philadelphia and Washington over the week-end, the broadcast originating from NBC's New York television station.

KFDX WICHITA FALLS TO OPEN NOVEMBER 27

OPENING date of Nov. 27 has been set for Wichita Falls, Texas' newest outlet, KFDX. Originally assigned the call letters KFDF which were subsequently changed to KFDX, the station will be an ABC affiliate and will operate with 5 kw daytime and 1 kw directional nights on 990 kc.

Mr. Cannan

Darrold Cannan is president and chief owner of the licensee, Wichtex Broadcasting Co., and will divide his time between KFDX and KFDM Beaumont, of which he is also president. Charles E. Clough, former general manager of KWFT Wichita Falls, is general manager of the new outlet and John Adams, who was with the former KGKO Fort Worth, is chief engineer.

Offices and studios are located in the City National Bank Building and will be equipped to handle both AM and FM programs. The FM outlet, KFDX-FM is now under construction. Transmitter is located five miles from town.

At Deadline ...

TELEVISION OUTLETS SOUGHT BY WGAR, WJR

WGAR Cleveland and WJR Detroit, both owned by G. A. Richards interests, filing with FCC for television affiliates. WGAR requests Channel 7 (174-180 mc), estimates construction costs at $264,000, anticipates 28½ hours operation weekly. WJR seeks Channel 5 (76-82 mc), expects construction to cost $250,000, would operate 29 hours' weekly.

In Cleveland, three channels assigned and two others (No. 2 sought by DuMont, and No. 7) now available; but in proposed realignment of allocations FCC has suggested No. 7 be moved to Canton. In Detroit, three assigned and only No. 5 remains. This requested by United Detroit Theatres as well as WJR, with Ft. Industry Co. also seeking to switch to No. 5 from its assigned No. 2. WGAR and WJR applications handled by Washington law office of Kirkland, Fleming, Green, Martin & Ellis.

JOURNAL SHARES SOLD

FCC Friday announced approval of sale of additional 15% interest in Journal Co., Milwaukee raido and newspaper owner, to company employes for $1,345,600 [BROADCASTING, Sept. 29]. Employes, who already have 40%, thus acquire majority interest, though actual control not involved. Journal Board Chairman Harry J. Grant and Faye McBeath convey 9,000 shares each (7½%) to trustees under Employes Stock Trust Agreement, exchanging these for equal number of beneficial interest units to be sold to employes. Some 600 employes will have stock. Mr. Grant will have 2.07% and Miss McBeath about 7½%. Journal Co. owns WTMJ Milwaukee and associated FM and TV properties, *Milwaukee Journal*, and WSAU and WSAU-FM Wausau.

DECCA'S NET PROFIT DOWN

CONSOLIDATED net profit Decca Records Inc., for nine months ending Sept. 30, 1947, amounted to $1,116,483 (unaudited) after provision of $774,322 for all estimated income taxes. This equals $1.44 per share on 776,650 shares capital stock outstanding Sept. 30 and compares with net profit of $1,346,227 or $1.73 per share on basis of comparable number shares outstanding in corresponding period of 1946.

TEMPORARY order restraining ABC and MBS from changing existing relationships with WSAY Rochester, N. Y., continued Friday in U. S. District Court, New York, for "few days" pending further study by court, which expressed opinion on basis of testimony that temporary injunction against networks asked by station should not be granted. ABC concurred in opinion of court that dispute, if any, is between WSAY and FCC rather than between station and network.

SEYMOUR N. SIEGEL named manager of WNYC and WNYC-FM, New York municipal stations, and director of radio commuications for New York, by Mayor William O'Dwyer. His title gives him city commisioner status. He has been acting manager since January 1946.

NORFOLK APPLICANT GETS FINAL GRANT

FINAL DECISION granting application of Norfolk Broadcasting Corp. for new 250-w daytime station on 1220 kc at Norfolk, Va., was announced Friday by FCC. Decision, effectuating original proposal [BROADCASTING, May 19], denied mutually exclusive application of Tidewater Broadcasting Corp. for fulltime use of 1230 kc with 100 w at Norfolk. Comr. Durr and Hyde continued their respective dissents. Grantee firm's ownership:

Nicholas Carter Wright, in automotive business in Norfolk, president, 20%; Fred L. Hart, president, general manager and minority stockholder of WLPM Suffolk, 10%; Leo Brody, treasurer and owner of one share of stock in WLPM, 20%; Frank E. Butler Jr., former stockholder of WLPM, 19.6%; John G. Dawson, minority stockholder of WFNC Fayetteville and WKNS Kinston, N. C., and WLBJ Bowling Green, Ky., 10%; Olin Garrett, businessman, 20%; D. Paul Decker, director of Norfolk Community Centers, 0.4%.

NORTH CAROLINA NET FORMED

NORTH CAROLINA State Network formed by ten 1 kw daytimers. Ed Anderson, WRBO Forest City; Fred Whitely and H. A. Seville, WGTL Kannapolis, authorized to file for charter as $100,000 firm. Stations include WRBO, WGTL, WTNC Thomasville, WTOB Winston-Salem, WKBC North Wilkesboro, WEWO Laurinburg, WABA Wadesboro, WWGP Sanford, WGWR Asheboro, WFMV Burlington, with WIN at North Carolina U. feeding programs to network. Fully leased wire will be used to interchange programs among stations. Mr. Seville declared all outlets in chain would have FM.

NEW RENEWAL FORMS

NEW RENEWAL application forms—No. 303—to be available shortly for stations wishing to use them in seeking renewals for period starting Feb. 1, FCC officials said Friday. Stations up for renewal for that period, numbering about 125, must file by Dec. 1. They may use either old or new forms since use of latter, part of a general reorganization of broadcast applications [BROADCASTING, Oct. 23], does not become mandatory till Feb. 29.

CHICAGO SEES PROJECTED TV

NBC Central Div., Chicago, sponsored first Chicago showing of projection receiver television Nov. 7 and 8 when it projected Friday evening and Saturday afternoon schedules of WBKB on 8x10 foot screen in Kimball Hall. Held for 250 representatives of trade press, radio editors, clients and agencies, showing was to include telecast Army-Notre Dame football game from South Bend.

DUKE ELLINGTON, famed orchestra leader, has joined disc jockey trade by signing contract with WMCA New York for two-hour daily series to be transcribed and made available nationally by WMCA. He will be sponsored on WMCA by Paradise Wine, through Olian Adv. Co.

COAST-TO-COAST television in two years predicted Friday by Frank E. Mullen, NBC executive vice president, on first broadcast of *Swift Home Service Club* on NBC television network.

Closed Circuit

(Continued from page 4)

Blvd. Terms expected to call for one year's agreement.

SET manufacturers, heeding broadcaster complaints they spend bulk of ad budgets on white space, have asked NAB Broadcast Advertising Dept. to prepare formal presentation showing how medium can sell radios.

SPOT CHECK of about 100 stations by NAB shows gross revenues from time and talent are up for year in all classes. Not so cheering—and more important—is fact that operating expenses are up too, with reduction shown in net earnings.

FORMULA for disposal of CKY Winnipeg, and CKX Brandon, is understood to have been arrived at by Manitoba provincial government and Canadian Broadcasting Corp., to make way for opening of new 50-kw CBW at Winnipeg next spring on 990 kc. Understood CKY and CKX will be put up for sale by tender, with private interests and CBC thus able to bid for two stations, last provincially-owned commercial stations on the air.

TO IMPROVE nighttime listening, one Los Angeles independent station is studying possibilities of eliminating all spot announcements between 5 and 10 p.m. with loss occasioned by procedure absorbed by remaining sponsors.

WHEN FCC hearing on proposal to allocate Television Channel No. 1 to other services opens Nov. 17, it's safe bet representatives of both video and nonbroadcast groups will make bid to have frequency-shortage problem solved by use of some channels now used by Government. It's considered equally safe bet they'll be unsuccessful.

PETITION of recently organized National Assn. of Radio Station Representatives [BROADCASTING, Oct. 6] seeking FCC intercession in situation precipitated by CBS alignment of independently owned stations for spot representation now is in hands of FCC law department with prospects of full Commission consideration in about 30 days.

POSSIBILITY of closer cooperative effort between educators and broadcasters indicated by conferences between Robert K. Richards, NAB Director of Public Relations, and representatives of at least nine universities during school broadcast conference in Chicago. Effort was to find mutual recognition between broadcasters and educators of extent to which both are in the same business of dealing with masses.

USE OF WOKO CALL APPROVED

USE of call letters and equipment of deleted WOKO Albany by Governor Dongan Broadcasting Corp., effective 12:01 a.m. yesterday (Sunday), was approved by FCC in special temporary authorization late Friday. STA effective through Dec. 9. (Earlier story page 89.)

CAPITOL RECORDS transcription division shifting headquarters from New York to Hollywood this month, in move aiming at closer liaison with top-side management and talent.

ENGINEERING...

Radio, like Aladdin's famous lamp, can be called upon at any time to serve its master. The men and equipment that make possible this passage of radio from the microphone to the attentive ears of the listening audience oft are forgotten. KMBC employs a staff of highly trained and qualified engineers who are constantly alert to changing conditions. This year, as in the past, KMBC's engineering staff has maintained and conducted the high quality of KMBC's broadcast schedule without interruption.

—KMBC *of Kansas City*

Free & Peters, Inc.